

DEMOGRAPHICS

MAPS20W14 - MAPS OCTOBER 2021 (June 20 - July 21 Fieldwork)



|                                   |               | Total Pop | Metro  | Urban  | Rural  | E Cape | Free State | Gauteng | KZN   | Limpopo | Mpum  | N Cape | North West | W Cape |
|-----------------------------------|---------------|-----------|--------|--------|--------|--------|------------|---------|-------|---------|-------|--------|------------|--------|
| <b>Totals</b>                     | Audience(000) | 43 100    | 17 598 | 11 002 | 14 500 | 4 496  | 2 098      | 12 089  | 7 909 | 3 921   | 3 342 | 922    | 2 943      | 5 381  |
|                                   | %Col          | 100,0     | 100,0  | 100,0  | 100,0  | 100,0  | 100,0      | 100,0   | 100,0 | 100,0   | 100,0 | 100,0  | 100,0      | 100,0  |
| <b>AGE GROUPS</b>                 |               |           |        |        |        |        |            |         |       |         |       |        |            |        |
| <b>15-24</b>                      | Audience(000) | 9 649     | 3 268  | 2 519  | 3 861  | 1 216  | 476        | 2 120   | 2 138 | 1 050   | 804   | **189  | 646        | 1 011  |
|                                   | %Col          | 22        | 19     | 23     | 27     | 27     | 23         | 18      | 27    | 27      | 24    | 20     | 22         | 19     |
| <b>25-34</b>                      | Audience(000) | 10 955    | 4 271  | 2 844  | 3 839  | 1 166  | 535        | 3 048   | 2 074 | 1 029   | 873   | 208    | 773        | 1 249  |
|                                   | %Col          | 25        | 24     | 26     | 26     | 26     | 25         | 25      | 26    | 26      | 26    | 23     | 26         | 23     |
| <b>35-49</b>                      | Audience(000) | 12 121    | 5 572  | 3 098  | 3 452  | 975    | 550        | 4 031   | 1 969 | 945     | 902   | 246    | 837        | 1 667  |
|                                   | %Col          | 28        | 32     | 28     | 24     | 22     | 26         | 33      | 25    | 24      | 27    | 27     | 28         | 31     |
| <b>50+</b>                        | Audience(000) | 10 375    | 4 487  | 2 540  | 3 347  | 1 139  | 537        | 2 890   | 1 728 | 897     | 764   | *279   | 686        | 1 455  |
|                                   | %Col          | 24        | 26     | 23     | 23     | 25     | 26         | 24      | 22    | 23      | 23    | 30     | 23         | 27     |
| <b>GENDER</b>                     |               |           |        |        |        |        |            |         |       |         |       |        |            |        |
| <b>Female</b>                     | Audience(000) | 22 337    | 8 825  | 5 728  | 7 784  | 2 396  | 1 134      | 5 995   | 4 287 | 2 153   | 1 694 | 436    | 1 408      | 2 833  |
|                                   | %Col          | 52        | 50     | 52     | 54     | 53     | 54         | 50      | 54    | 55      | 51    | 47     | 48         | 53     |
| <b>Male</b>                       | Audience(000) | 20 763    | 8 773  | 5 274  | 6 716  | 2 100  | 963        | 6 093   | 3 622 | 1 767   | 1 649 | 486    | 1 535      | 2 548  |
|                                   | %Col          | 48        | 50     | 48     | 46     | 47     | 46         | 50      | 46    | 45      | 49    | 53     | 52         | 47     |
| <b>MARITAL STATUS</b>             |               |           |        |        |        |        |            |         |       |         |       |        |            |        |
| <b>Single</b>                     | Audience(000) | 27 604    | 10 378 | 6 978  | 10 247 | 3 033  | 1 254      | 7 121   | 5 820 | 2 559   | 2 141 | 633    | 2 069      | 2 974  |
|                                   | %Col          | 64        | 59     | 63     | 60     | 67     | 60         | 59      | 74    | 65      | 64    | 69     | 70         | 55     |
| <b>Married or living together</b> | Audience(000) | 11 170    | 5 334  | 2 816  | 3 020  | 1 129  | 504        | 3 591   | 1 571 | 842     | 768   | *179   | 693        | 1 894  |
|                                   | %Col          | 26        | 30     | 26     | 21     | 25     | 24         | 30      | 20    | 21      | 23    | 19     | 24         | 35     |
| <b>Widowed</b>                    | Audience(000) | 1 907     | 757    | 391    | 760    | *205   | *194       | 395     | 253   | *292    | **197 | **62   | **80       | **231  |
|                                   | %Col          | 4         | 4      | 4      | 5      | 5      | 9          | 3       | 3     | 7       | 6     | 7      | 3          | 4      |
| <b>Divorced</b>                   | Audience(000) | 899       | 490    | *246   | **162  | **32   | **28       | 367     | *141  | **62    | **21  | **38   | **58       | **152  |
|                                   | %Col          | 2         | 3      | 2      | 1      | 1      | 1          | 3       | 2     | 2       | 1     | 4      | 2          | 3      |
| <b>Separated</b>                  | Audience(000) | 359       | *145   | **127  | **87   | **26   | **36       | **148   | **38  | **32    | **48  | **2    | **13       | **15   |
|                                   | %Col          | 1         | 1      | 1      | 1      | 1      | 2          | 1       | 0     | 1       | 1     | 0      | 0          | 0      |
| <b>ETHNIC GROUP</b>               |               |           |        |        |        |        |            |         |       |         |       |        |            |        |
| <b>Black</b>                      | Audience(000) | 34 029    | 12 100 | 8 639  | 13 290 | 3 903  | 1 851      | 9 579   | 6 801 | 3 790   | 3 028 | 497    | 2 657      | 1 923  |
|                                   | %Col          | 79        | 69     | 79     | 92     | 87     | 88         | 79      | 86    | 97      | 91    | 54     | 90         | 36     |
| <b>White</b>                      | Audience(000) | 3 956     | 2 571  | 996    | *390   | 207    | 177        | 1 712   | 328   | **119   | *258  | **75   | **213      | 867    |
|                                   | %Col          | 9         | 15     | 9      | 3      | 5      | 8          | 14      | 4     | 3       | 8     | 8      | 7          | 16     |
| <b>Indian or Asian</b>            | Audience(000) | 1 229     | 997    | *183   | **49   | **22   | **9        | *411    | 673   | **0     | **27  | **0    | **19       | **67   |
|                                   | %Col          | 3         | 6      | 2      | 0      | 0      | 0          | 3       | 9     | 0       | 1     | 0      | 1          | 1      |
| <b>Coloured</b>                   | Audience(000) | 3 886     | 1 931  | 1 184  | 771    | 364    | **60       | 387     | *106  | **11    | **30  | 350    | **53       | 2 524  |
|                                   | %Col          | 9         | 11     | 11     | 5      | 8      | 3          | 3       | 1     | 0       | 1     | 38     | 2          | 47     |
| <b>LANGUAGE MOST OFTEN SPOKEN</b> |               |           |        |        |        |        |            |         |       |         |       |        |            |        |
| <b>Afrikaans</b>                  | Audience(000) | 3 865     | 1 749  | 1 419  | 696    | 287    | 177        | 979     | **27  | **95    | **127 | 515    | **40       | 1 617  |
|                                   | %Col          | 9         | 10     | 13     | 5      | 6      | 8          | 8       | 0     | 2       | 4     | 56     | 1          | 30     |
| <b>Chinese</b>                    | Audience(000) | **0       | **0    | **0    | **0    | **0    | **0        | **0     | **0   | **0     | **0   | **0    | **0        | **0    |
|                                   | %Col          | 0         | 0      | 0      | 0      | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| <b>Dutch</b>                      | Audience(000) | **0       | **0    | **0    | **0    | **0    | **0        | **0     | **0   | **0     | **0   | **0    | **0        | **0    |
|                                   | %Col          | 0         | 0      | 0      | 0      | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| <b>English</b>                    | Audience(000) | 7 851     | 4 847  | 1 515  | 1 489  | 330    | 102        | 1 996   | 1 500 | 289     | 494   | *108   | *274       | 2 756  |
|                                   | %Col          | 18        | 28     | 14     | 10     | 7      | 5          | 17      | 19    | 7       | 15    | 12     | 9          | 51     |
| <b>French</b>                     | Audience(000) | **22      | **13   | **10   | **0    | **0    | **0        | **4     | **1   | **0     | **9   | **0    | **0        | **7    |
|                                   | %Col          | 0         | 0      | 0      | 0      | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| <b>German</b>                     | Audience(000) | **11      | **7    | **4    | **0    | **0    | **0        | **10    | **0   | **0     | **0   | **0    | **0        | **0    |
|                                   | %Col          | 0         | 0      | 0      | 0      | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| <b>Greek</b>                      | Audience(000) | **2       | **2    | **0    | **0    | **0    | **0        | **2     | **0   | **0     | **0   | **0    | **0        | **0    |
|                                   | %Col          | 0         | 0      | 0      | 0      | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |

Period: July 2020 - Dec 2020

Weight: Population

Notes: \* data relatively unstable \*\* data highly unstable

Cautionary: The dataset comprises half of an annual sample and should be viewed with caution

DEMOGRAPHICS

MAPS20W14 - MAPS OCTOBER 2021 (June 20 - July 21 Fieldwork)



|                                   |               | Total Pop | Metro | Urban | Rural | E Cape | Free State | Gauteng | KZN   | Limpopo | Mpum  | N Cape | North West | W Cape |
|-----------------------------------|---------------|-----------|-------|-------|-------|--------|------------|---------|-------|---------|-------|--------|------------|--------|
| Gujerati                          | Audience(000) | **0       | **0   | **0   | **0   | **0    | **0        | **0     | **0   | **0     | **0   | **0    | **0        | **0    |
|                                   | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| Hindi                             | Audience(000) | **25      | **25  | **0   | **0   | **0    | **0        | **19    | **0   | **0     | **0   | **0    | **0        | **7    |
|                                   | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| Italian                           | Audience(000) | **3       | **3   | **0   | **0   | **0    | **0        | **3     | **0   | **0     | **0   | **0    | **0        | **0    |
|                                   | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| Ndebele                           | Audience(000) | 395       | *183  | 133   | **79  | **0    | **0        | *189    | **1   | **29    | 165   | **0    | **2        | **9    |
|                                   | %Col          | 1         | 1     | 1     | 1     | 0      | 0          | 2       | 0     | 1       | 5     | 0      | 0          | 0      |
| North Sotho/Pedi                  | Audience(000) | 3 332     | 1 321 | 768   | 1 243 | **4    | **65       | 1 437   | **3   | 1 356   | 339   | **1    | *128       | **0    |
|                                   | %Col          | 8         | 8     | 7     | 9     | 0      | 3          | 12      | 0     | 35      | 10    | 0      | 4          | 0      |
| Portuguese                        | Audience(000) | **21      | **9   | **12  | **1   | **0    | **0        | **16    | **0   | **1     | **2   | **0    | **2        | **1    |
|                                   | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| Setswana                          | Audience(000) | 152       | *97   | **20  | **35  | **7    | **0        | *77     | **2   | **22    | **6   | **0    | **4        | **33   |
|                                   | %Col          | 0         | 1     | 0     | 0     | 0      | 0          | 1       | 0     | 1       | 0     | 0      | 0          | 1      |
| Shona                             | Audience(000) | 3 492     | 1 410 | 1 470 | 613   | **16   | 1 485      | 1 491   | **12  | **78    | *118  | **51   | 191        | **49   |
|                                   | %Col          | 8         | 8     | 13    | 4     | 0      | 71         | 12      | 0     | 2       | 4     | 6      | 7          | 1      |
| South Sotho                       | Audience(000) | 1 113     | **68  | 789   | **256 | **0    | **0        | **73    | **5   | **3     | 1 028 | **0    | **2        | **1    |
|                                   | %Col          | 3         | 0     | 7     | 2     | 0      | 0          | 1       | 0     | 0       | 31    | 0      | 0          | 0      |
| Swazi                             | Audience(000) | **15      | **0   | **0   | **15  | **0    | **0        | **0     | **15  | **0     | **0   | **0    | **0        | **0    |
|                                   | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| Tamil                             | Audience(000) | **0       | **0   | **0   | **0   | **0    | **0        | **0     | **0   | **0     | **0   | **0    | **0        | **0    |
|                                   | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| Telugu                            | Audience(000) | 1 669     | 488   | 367   | 814   | **0    | **11       | 550     | **1   | 609     | 468   | **0    | **25       | **5    |
|                                   | %Col          | 4         | 3     | 3     | 6     | 0      | 1          | 5       | 0     | 16      | 14    | 0      | 1          | 0      |
| Tsonga                            | Audience(000) | **13      | **13  | **0   | **0   | **0    | **0        | **13    | **0   | **0     | **0   | **0    | **0        | **0    |
|                                   | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| Urdu                              | Audience(000) | 1 497     | *165  | *75   | 1 256 | **0    | **0        | *181    | **2   | 1 311   | **1   | **0    | **1        | **1    |
|                                   | %Col          | 3         | 1     | 1     | 9     | 0      | 0          | 2       | 0     | 33      | 0     | 0      | 0          | 0      |
| Venda                             | Audience(000) | 5 782     | 1 885 | 1 377 | 2 520 | 3 794  | *120       | 712     | *100  | **29    | **36  | **63   | *91        | 837    |
|                                   | %Col          | 13        | 11    | 13    | 17    | 84     | 6          | 6       | 1     | 1       | 1     | 7      | 3          | 16     |
| Xhosa                             | Audience(000) | 10 779    | 4 765 | 2 006 | 4 008 | **50   | **66       | 3 672   | 6 232 | **81    | 520   | **14   | **86       | **58   |
|                                   | %Col          | 25        | 27    | 18    | 28    | 1      | 3          | 30      | 79    | 2       | 16    | 2      | 3          | 1      |
| Zulu                              | Audience(000) | **41      | **39  | **1   | **0   | **1    | **0        | **33    | **5   | **0     | **0   | **0    | **1        | **0    |
|                                   | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| Other                             | Audience(000) | 3 019     | 509   | 1 037 | 1 473 | **7    | *72        | 629     | **1   | **16    | **29  | *170   | 2 095      | **1    |
|                                   | %Col          | 7         | 3     | 9     | 10    | 0      | 3          | 5       | 0     | 0       | 1     | 18     | 71         | 0      |
| <b>HIGHEST LEVEL OF EDUCATION</b> |               |           |       |       |       |        |            |         |       |         |       |        |            |        |
| No schooling                      | Audience(000) | 987       | 170   | 314   | 503   | *159   | **27       | **81    | *253  | **198   | *119  | **44   | **60       | **47   |
|                                   | %Col          | 2         | 1     | 3     | 3     | 4      | 1          | 1       | 3     | 5       | 4     | 5      | 2          | 1      |
| Some primary school               | Audience(000) | 2 130     | 439   | 577   | 1 114 | 462    | *146       | *244    | 418   | *213    | *305  | **65   | *92        | **186  |
|                                   | %Col          | 5         | 2     | 5     | 8     | 10     | 7          | 2       | 5     | 5       | 9     | 7      | 3          | 3      |
| Primary school completed          | Audience(000) | 2 176     | 677   | 620   | 879   | 264    | **116      | 399     | 295   | *141    | *157  | **102  | **107      | 594    |
|                                   | %Col          | 5         | 4     | 6     | 6     | 6      | 6          | 3       | 4     | 4       | 5     | 11     | 4          | 11     |
| Some high school                  | Audience(000) | 15 966    | 6 257 | 3 895 | 5 815 | 1 844  | 815        | 3 873   | 2 766 | 1 526   | 1 066 | 306    | 1 425      | 2 344  |
|                                   | %Col          | 37        | 36    | 35    | 40    | 41     | 39         | 32      | 35    | 39      | 32    | 33     | 48         | 44     |
| Matric (high school completed)    | Audience(000) | 14 686    | 6 592 | 3 829 | 4 265 | 1 089  | 703        | 4 840   | 2 846 | 1 194   | 1 241 | 271    | 969        | 1 533  |
|                                   | %Col          | 34        | 37    | 35    | 29    | 24     | 34         | 40      | 36    | 30      | 37    | 29     | 33         | 28     |
| Pre-Matric certificate            | Audience(000) | 702       | 384   | *159  | **159 | **48   | **46       | 313     | *102  | **68    | **36  | **10   | **17       | **61   |
|                                   | %Col          | 2         | 2     | 1     | 1     | 1      | 2          | 3       | 1     | 2       | 1     | 1      | 1          | 1      |

Period: July 2020 - Dec 2020

Weight: Population

Notes: \* data relatively unstable \*\* data highly unstable

Cautionary: The dataset comprises half of an annual sample and should be viewed with caution

DEMOGRAPHICS

MAPS20W14 - MAPS OCTOBER 2021 (June 20 - July 21 Fieldwork)



|                              |               | Total Pop | Metro | Urban | Rural | E Cape | Free State | Gauteng | KZN   | Limpopo | Mpum  | N Cape | North West | W Cape |
|------------------------------|---------------|-----------|-------|-------|-------|--------|------------|---------|-------|---------|-------|--------|------------|--------|
| Post Matric certificate      | Audience(000) | 1 425     | 692   | 337   | 396   | *118   | *68        | 418     | 290   | *97     | **89  | **66   | **63       | *216   |
|                              | %Col          | 3         | 4     | 3     | 3     | 3      | 3          | 3       | 4     | 2       | 3     | 7      | 2          | 4      |
| Diploma                      | Audience(000) | 2 830     | 1 266 | 779   | 786   | 250    | *113       | 1 020   | 505   | 305     | 229   | **34   | **65       | 310    |
|                              | %Col          | 7         | 7     | 7     | 5     | 6      | 5          | 8       | 6     | 8       | 7     | 4      | 2          | 6      |
| Undergraduate degree         | Audience(000) | 1 128     | 589   | 253   | *286  | *186   | **24       | 427     | 192   | **100   | **65  | **4    | **58       | **72   |
|                              | %Col          | 3         | 3     | 2     | 2     | 4      | 1          | 4       | 2     | 2       | 2     | 0      | 2          | 1      |
| Post graduate degree         | Audience(000) | 1 069     | 532   | 241   | *296  | **76   | **40       | 473     | 242   | **80    | **36  | **20   | **86       | **16   |
|                              | %Col          | 2         | 3     | 2     | 2     | 2      | 2          | 4       | 3     | 2       | 1     | 2      | 3          | 0      |
| <b>WORK STATUS</b>           |               |           |       |       |       |        |            |         |       |         |       |        |            |        |
| Working full-time            | Audience(000) | 8 962     | 4 389 | 2 648 | 1 925 | 701    | 380        | 3 117   | 1 351 | 497     | 658   | 213    | 633        | 1 411  |
|                              | %Col          | 21        | 25    | 24    | 13    | 16     | 18         | 26      | 17    | 13      | 20    | 23     | 22         | 26     |
| Working part-time            | Audience(000) | 4 784     | 2 181 | 1 116 | 1 487 | 441    | 230        | 1 496   | 1 044 | 308     | 217   | *147   | 226        | 673    |
|                              | %Col          | 11        | 12    | 10    | 10    | 10     | 11         | 12      | 13    | 8       | 7     | 16     | 8          | 13     |
| Self-employed                | Audience(000) | 3 391     | 1 505 | 811   | 1 075 | 266    | *119       | 1 048   | 575   | 393     | 256   | **61   | *197       | 477    |
|                              | %Col          | 8         | 9     | 7     | 7     | 6      | 6          | 9       | 7     | 10      | 8     | 7      | 7          | 9      |
| A housewife/house husband    | Audience(000) | 1 422     | 556   | 267   | 599   | *167   | **26       | 340     | 292   | *173    | **48  | **63   | **40       | 272    |
|                              | %Col          | 3         | 3     | 2     | 4     | 4      | 1          | 3       | 4     | 4       | 1     | 7      | 1          | 5      |
| A student                    | Audience(000) | 5 914     | 1 784 | 1 600 | 2 530 | 844    | 301        | 1 147   | 1 340 | 767     | 509   | **75   | 410        | 522    |
|                              | %Col          | 14        | 10    | 15    | 17    | 19     | 14         | 9       | 17    | 20      | 15    | 8      | 14         | 10     |
| Retired                      | Audience(000) | 3 512     | 1 726 | 727   | 1 060 | 372    | *198       | 1 022   | 562   | *300    | *186  | **50   | **154      | *669   |
|                              | %Col          | 8         | 10    | 7     | 7     | 8      | 9          | 8       | 7     | 8       | 6     | 5      | 5          | 12     |
| Not working                  | Audience(000) | 4 124     | 1 459 | 969   | 1 696 | 568    | *130       | 1 045   | 783   | 318     | 292   | **113  | 567        | 307    |
|                              | %Col          | 10        | 8     | 9     | 12    | 13     | 6          | 9       | 10    | 8       | 9     | 12     | 19         | 6      |
| Unemployed                   | Audience(000) | 10 991    | 3 998 | 2 865 | 4 128 | 1 136  | 713        | 2 873   | 1 962 | 1 166   | 1 176 | *199   | 715        | 1 050  |
|                              | %Col          | 26        | 23    | 26    | 28    | 25     | 34         | 24      | 25    | 30      | 35    | 22     | 24         | 20     |
| <b>SOURCES OF INCOME</b>     |               |           |       |       |       |        |            |         |       |         |       |        |            |        |
| Business owner               | Audience(000) | 2 088     | 972   | 544   | 573   | *123   | *93        | 610     | 387   | *241    | *155  | **55   | **64       | *359   |
|                              | %Col          | 5         | 6     | 5     | 4     | 3      | 4          | 5       | 5     | 6       | 5     | 6      | 2          | 7      |
| Grant/allowance/ maintenance | Audience(000) | **5       | **1   | **3   | **2   | **0    | **0        | **0     | **3   | **0     | **0   | **0    | **0        | **3    |
|                              | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| One full-time job            | Audience(000) | 9 361     | 4 547 | 2 724 | 2 090 | 696    | 391        | 3 228   | 1 411 | 538     | 694   | *206   | 705        | 1 491  |
|                              | %Col          | 22        | 26    | 25    | 14    | 15     | 19         | 27      | 18    | 14      | 21    | 22     | 24         | 28     |
| One part-time job            | Audience(000) | 4 459     | 2 014 | 1 065 | 1 380 | 435    | 208        | 1 464   | 929   | 309     | 229   | *132   | 207        | 545    |
|                              | %Col          | 10        | 11    | 10    | 10    | 10     | 10         | 12      | 12    | 8       | 7     | 14     | 7          | 10     |
| Property caretaker           | Audience(000) | **0       | **0   | **0   | **0   | **0    | **0        | **0     | **0   | **0     | **0   | **0    | **0        | **0    |
|                              | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| Property rental              | Audience(000) | **72      | **47  | **14  | **10  | **3    | **0        | **39    | **9   | **9     | **0   | **0    | **1        | **11   |
|                              | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| Several part-time jobs       | Audience(000) | 586       | 226   | *160  | *200  | **70   | **12       | *142    | *91   | **82    | **33  | **16   | **36       | **105  |
|                              | %Col          | 1         | 1     | 1     | 1     | 2      | 1          | 1       | 1     | 2       | 2     | 2      | 1          | 2      |
| Side business                | Audience(000) | 693       | 302   | 137   | **254 | **85   | **22       | 214     | *136  | **82    | **69  | **20   | **13       | **52   |
|                              | %Col          | 2         | 2     | 1     | 2     | 2      | 1          | 2       | 2     | 2       | 2     | 2      | 0          | 1      |
| Other                        | Audience(000) | **9       | **4   | **3   | **2   | **0    | **0        | **0     | **6   | **0     | **0   | **0    | **0        | **3    |
|                              | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| None                         | Audience(000) | **4       | **4   | **0   | **0   | **0    | **0        | **0     | **4   | **0     | **0   | **0    | **0        | **0    |
|                              | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| Refused to answer            | Audience(000) | **0       | **0   | **0   | **0   | **0    | **0        | **0     | **0   | **0     | **0   | **0    | **0        | **0    |
|                              | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |

Period: July 2020 - Dec 2020

Weight: Population

Notes: \* data relatively unstable \*\* data highly unstable

Cautionary: The dataset comprises half of an annual sample and should be viewed with caution

DEMOGRAPHICS

MAPS20W14 - MAPS OCTOBER 2021 (June 20 - July 21 Fieldwork)



|                                 |               | Total Pop | Metro | Urban | Rural | E Cape | Free State | Gauteng | KZN  | Limpopo | Mpum  | N Cape | North West | W Cape |
|---------------------------------|---------------|-----------|-------|-------|-------|--------|------------|---------|------|---------|-------|--------|------------|--------|
| <b>MONTHLY HOUSEHOLD INCOME</b> |               |           |       |       |       |        |            |         |      |         |       |        |            |        |
| R1-R499                         | Audience(000) | 610       | *118  | 210   | *283  | **92   | **34       | *108    | *135 | **55    | **55  | **39   | **85       | **8    |
|                                 | %Col          | 1         | 1     | 2     | 2     | 2      | 2          | 1       | 2    | 1       | 2     | 4      | 3          | 0      |
| R500-R599                       | Audience(000) | 242       | *74   | *82   | **86  | **22   | **13       | **63    | **28 | **25    | **36  | **7    | **33       | **17   |
|                                 | %Col          | 1         | 0     | 1     | 1     | 0      | 1          | 1       | 0    | 1       | 1     | 1      | 1          | 0      |
| R600-R699                       | Audience(000) | *137      | **32  | **12  | **93  | **18   | **6        | **29    | **57 | **5     | **5   | **3    | **15       | **1    |
|                                 | %Col          | 0         | 0     | 0     | 1     | 0      | 0          | 0       | 1    | 0       | 0     | 0      | 1          | 0      |
| R700-R799                       | Audience(000) | 247       | **105 | **75  | **68  | **23   | **9        | **81    | **14 | **18    | **37  | **29   | **19       | **18   |
|                                 | %Col          | 1         | 1     | 1     | 0     | 1      | 0          | 1       | 0    | 0       | 1     | 3      | 1          | 0      |
| R800-R899                       | Audience(000) | 290       | *94   | **72  | *124  | **63   | **23       | **60    | **48 | **20    | **14  | **3    | **11       | **48   |
|                                 | %Col          | 1         | 1     | 1     | 1     | 1      | 1          | 0       | 1    | 1       | 0     | 0      | 0          | 1      |
| R900-R999                       | Audience(000) | 384       | *116  | *104  | *164  | **33   | **10       | **87    | *57  | **59    | **49  | **15   | **22       | **53   |
|                                 | %Col          | 1         | 1     | 1     | 1     | 1      | 0          | 1       | 1    | 2       | 1     | 2      | 1          | 1      |
| R1000-R1099                     | Audience(000) | 1 007     | 226   | 250   | 531   | *115   | **63       | 205     | *160 | *183    | **125 | **17   | **95       | **44   |
|                                 | %Col          | 2         | 1     | 2     | 4     | 3      | 3          | 2       | 2    | 5       | 4     | 2      | 3          | 1      |
| R1100-R1199                     | Audience(000) | 365       | **96  | *73   | *196  | **53   | **23       | **90    | **36 | **52    | **76  | **7    | **7        | **21   |
|                                 | %Col          | 1         | 1     | 1     | 1     | 1      | 1          | 1       | 0    | 1       | 2     | 1      | 0          | 0      |
| R1200-R1399                     | Audience(000) | 662       | 204   | 138   | 319   | *103   | **13       | *159    | *151 | *77     | **37  | **17   | **65       | **39   |
|                                 | %Col          | 2         | 1     | 1     | 2     | 2      | 1          | 1       | 2    | 2       | 1     | 2      | 2          | 1      |
| R1400-R1599                     | Audience(000) | 888       | 208   | 310   | 370   | *108   | **64       | 162     | *124 | *146    | **105 | **28   | **97       | **53   |
|                                 | %Col          | 2         | 1     | 3     | 3     | 2      | 3          | 1       | 2    | 4       | 3     | 3      | 3          | 1      |
| R1600-R1999                     | Audience(000) | 2 436     | 719   | 522   | 1 195 | 483    | *138       | 503     | 290  | 229     | *153  | **122  | *194       | *324   |
|                                 | %Col          | 6         | 4     | 5     | 8     | 11     | 7          | 4       | 4    | 6       | 5     | 13     | 7          | 6      |
| R2000-R2499                     | Audience(000) | 3 092     | 838   | 770   | 1 483 | 443    | *147       | 590     | 670  | 468     | 294   | **80   | *207       | 193    |
|                                 | %Col          | 7         | 5     | 7     | 10    | 10     | 7          | 5       | 8    | 12      | 9     | 9      | 7          | 4      |
| R2500-R2999                     | Audience(000) | 1 981     | 678   | 496   | 807   | *152   | *150       | 441     | 417  | *245    | *210  | **28   | *103       | 235    |
|                                 | %Col          | 5         | 4     | 5     | 6     | 3      | 7          | 4       | 5    | 6       | 6     | 3      | 4          | 4      |
| R3000-R3999                     | Audience(000) | 4 043     | 1 249 | 1 145 | 1 648 | 452    | 280        | 895     | 845  | 466     | 264   | **122  | 335        | 384    |
|                                 | %Col          | 9         | 7     | 10    | 11    | 10     | 13         | 7       | 11   | 12      | 8     | 13     | 11         | 7      |
| R4000-R4999                     | Audience(000) | 3 363     | 1 153 | 956   | 1 254 | 352    | 234        | 733     | 603  | 346     | 304   | **57   | 204        | 530    |
|                                 | %Col          | 8         | 7     | 9     | 9     | 8      | 11         | 6       | 8    | 9       | 9     | 6      | 7          | 10     |
| R5000-R5999                     | Audience(000) | 3 236     | 1 397 | 773   | 1 066 | 307    | *150       | 848     | 695  | 316     | *200  | **91   | **146      | 485    |
|                                 | %Col          | 8         | 8     | 7     | 7     | 7      | 7          | 7       | 9    | 8       | 6     | 10     | 5          | 9      |
| R6000-R6999                     | Audience(000) | 2 361     | 982   | 715   | 664   | *177   | *93        | 667     | 344  | *151    | *350  | **58   | *126       | 393    |
|                                 | %Col          | 5         | 6     | 7     | 5     | 4      | 4          | 6       | 4    | 4       | 10    | 6      | 4          | 7      |
| R7000-R7999                     | Audience(000) | 1 741     | 778   | 502   | 461   | *185   | **47       | 494     | 272  | *163    | *142  | **37   | **93       | 308    |
|                                 | %Col          | 4         | 4     | 5     | 3     | 4      | 2          | 4       | 3    | 4       | 4     | 4      | 4          | 6      |
| R8000-R8999                     | Audience(000) | 1 877     | 772   | 610   | 494   | *121   | *108       | 533     | 321  | *198    | **132 | **22   | *138       | 303    |
|                                 | %Col          | 4         | 4     | 6     | 3     | 3      | 5          | 4       | 4    | 5       | 4     | 2      | 5          | 6      |
| R9000-R9999                     | Audience(000) | 891       | 454   | 204   | *234  | **67   | **39       | 252     | *200 | **86    | **31  | **7    | **54       | *155   |
|                                 | %Col          | 2         | 3     | 2     | 2     | 1      | 2          | 2       | 3    | 2       | 1     | 1      | 2          | 3      |
| R10 000-R10 999                 | Audience(000) | 2 261     | 1 044 | 592   | 625   | *199   | *125       | 667     | 470  | **135   | *164  | **35   | *177       | 289    |
|                                 | %Col          | 5         | 6     | 5     | 4     | 4      | 6          | 6       | 6    | 3       | 5     | 4      | 6          | 5      |
| R11 000-R11 999                 | Audience(000) | 423       | 269   | *114  | **40  | **52   | **22       | *160    | **48 | **9     | **29  | **8    | **8        | **87   |
|                                 | %Col          | 1         | 2     | 1     | 0     | 1      | 1          | 1       | 1    | 0       | 1     | 1      | 0          | 2      |
| R12 000-R13 999                 | Audience(000) | 1 103     | 627   | 272   | **204 | **89   | **85       | 360     | 233  | **14    | **47  | **8    | **52       | *215   |
|                                 | %Col          | 3         | 4     | 2     | 1     | 2      | 4          | 3       | 3    | 0       | 1     | 1      | 2          | 4      |
| R14 000-R15 999                 | Audience(000) | 1 192     | 629   | 301   | *262  | **104  | **26       | 383     | 254  | **90    | **52  | **9    | **71       | *202   |
|                                 | %Col          | 3         | 4     | 3     | 2     | 2      | 1          | 3       | 3    | 2       | 2     | 1      | 2          | 4      |
| R16 000-R19 999                 | Audience(000) | 1 208     | 640   | 267   | *300  | **37   | **31       | 437     | *200 | **98    | **41  | **20   | **126      | 218    |
|                                 | %Col          | 3         | 4     | 2     | 2     | 1      | 1          | 4       | 3    | 3       | 1     | 2      | 4          | 4      |

Period: July 2020 - Dec 2020  
 Weight: Population  
 Notes: \* data relatively unstable \*\* data highly unstable  
 Cautionary: The dataset comprises half of an annual sample and should be viewed with caution

DEMOGRAPHICS

MAPS20W14 - MAPS OCTOBER 2021 (June 20 - July 21 Fieldwork)



|                                  |               | Total Pop | Metro  | Urban | Rural | E Cape | Free State | Gauteng | KZN    | Limpopo | Mpum  | N Cape | North West | W Cape |
|----------------------------------|---------------|-----------|--------|-------|-------|--------|------------|---------|--------|---------|-------|--------|------------|--------|
| <b>R20 000-R24 999</b>           | Audience(000) | 1 670     | 952    | 318   | *400  | *101   | **31       | 674     | 268    | **47    | **134 | **14   | **172      | 229    |
|                                  | %Col          | 4         | 5      | 3     | 3     | 2      | 1          | 6       | 3      | 1       | 4     | 2      | 6          | 4      |
| <b>R25 000-R29 999</b>           | Audience(000) | 1 018     | 664    | 215   | **139 | **65   | **43       | 450     | *168   | **40    | **33  | **14   | **16       | *189   |
|                                  | %Col          | 2         | 4      | 2     | 1     | 1      | 2          | 4       | 2      | 1       | 1     | 1      | 1          | 4      |
| <b>R30 000-R39 999</b>           | Audience(000) | 1 075     | 669    | 179   | **227 | **78   | **40       | 480     | *155   | **55    | **30  | **13   | **93       | *131   |
|                                  | %Col          | 3         | 4      | 2     | 2     | 2      | 2          | 4       | 2      | 1       | 1     | 1      | 3          | 2      |
| <b>R40 000-R49 999</b>           | Audience(000) | 742       | 404    | *185  | **153 | **21   | **19       | 326     | *198   | **23    | **34  | **0    | **41       | **80   |
|                                  | %Col          | 2         | 2      | 2     | 1     | 0      | 1          | 3       | 3      | 1       | 1     | 0      | 1          | 1      |
| <b>R50 000-R59 999</b>           | Audience(000) | 442       | 326    | **70  | **46  | **48   | **6        | 263     | **47   | **22    | **4   | **2    | **26       | **25   |
|                                  | %Col          | 1         | 2      | 1     | 0     | 1      | 0          | 2       | 1      | 1       | 0     | 0      | 1          | 0      |
| <b>R60 000-R69 999</b>           | Audience(000) | 382       | 267    | **73  | **42  | **16   | **5        | *232    | **65   | **1     | **35  | **4    | **6        | **20   |
|                                  | %Col          | 1         | 2      | 1     | 0     | 0      | 0          | 2       | 1      | 0       | 1     | 0      | 0          | 0      |
| <b>R70 000-R79 999</b>           | Audience(000) | *208      | *145   | **56  | **7   | **4    | **0        | **142   | **21   | **6     | **24  | **2    | **1        | **8    |
|                                  | %Col          | 0         | 1      | 1     | 0     | 0      | 0          | 1       | 0      | 0       | 1     | 0      | 0          | 0      |
| <b>R80 000-R89 999</b>           | Audience(000) | *195      | *145   | **36  | **15  | **8    | **0        | *141    | **34   | **0     | **1   | **0    | **6        | **5    |
|                                  | %Col          | 0         | 1      | 0     | 0     | 0      | 0          | 1       | 0      | 0       | 0     | 0      | 0          | 0      |
| <b>R90 000-R99 999</b>           | Audience(000) | *82       | **55   | **10  | **17  | **2    | **0        | **46    | **13   | **5     | **0   | **0    | **9        | **7    |
|                                  | %Col          | 0         | 0      | 0     | 0     | 0      | 0          | 0       | 0      | 0       | 0     | 0      | 0          | 0      |
| <b>R100 000-R109 999</b>         | Audience(000) | *179      | **82   | **15  | **81  | **9    | **0        | **59    | **94   | **1     | **3   | **0    | **4        | **9    |
|                                  | %Col          | 0         | 0      | 0     | 1     | 0      | 0          | 0       | 1      | 0       | 0     | 0      | 0          | 0      |
| <b>R110 000-R119 999</b>         | Audience(000) | **22      | **16   | **6   | **0   | **0    | **0        | **16    | **1    | **0     | **0   | **0    | **6        | **0    |
|                                  | %Col          | 0         | 0      | 0     | 0     | 0      | 0          | 0       | 0      | 0       | 0     | 0      | 0          | 0      |
| <b>R120 000+</b>                 | Audience(000) | *165      | *115   | **34  | **17  | **2    | **5        | **91    | **35   | **13    | **0   | **3    | **0        | **17   |
|                                  | %Col          | 0         | 1      | 0     | 0     | 0      | 0          | 1       | 0      | 0       | 0     | 0      | 0          | 0      |
| <b>No personal income</b>        | Audience(000) | 880       | 257    | 240   | 384   | 293    | **15       | *164    | *138   | **53    | *93   | **5    | **81       | **38   |
|                                  | %Col          | 2         | 1      | 2     | 3     | 7      | 1          | 1       | 2      | 1       | 3     | 1      | 3          | 1      |
| <b>Refused</b>                   | Audience(000) | **0       | **0    | **0   | **0   | **0    | **0        | **0     | **0    | **0     | **0   | **0    | **0        | **0    |
|                                  | %Col          | 0         | 0      | 0     | 0     | 0      | 0          | 0       | 0      | 0       | 0     | 0      | 0          | 0      |
| <b>Average Monthly HH Income</b> | Value         | 10 943    | 14 754 | 9 527 | 7 390 | 7 056  | 7 358      | 15 934  | 11 345 | 6 731   | 7 652 | 6 177  | 9 289      | 10 615 |
| <b>MONTHLY PERSONAL INCOME</b>   |               |           |        |       |       |        |            |         |        |         |       |        |            |        |
| <b>R1-R499</b>                   | Audience(000) | 4 968     | 1 609  | 1 361 | 1 997 | 478    | 351        | 880     | 1 337  | 450     | 495   | **40   | 321        | 617    |
|                                  | %Col          | 12        | 9      | 12    | 14    | 11     | 17         | 7       | 17     | 11      | 15    | 4      | 11         | 11     |
| <b>R500-R599</b>                 | Audience(000) | 1 583     | 472    | 460   | 651   | *89    | **75       | 454     | 317    | *170    | **147 | **9    | **143      | 177    |
|                                  | %Col          | 4         | 3      | 4     | 4     | 2      | 4          | 4       | 4      | 4       | 4     | 1      | 5          | 3      |
| <b>R600-R699</b>                 | Audience(000) | 459       | *154   | *112  | *193  | **23   | **25       | *148    | **90   | **70    | **37  | **1    | **17       | **48   |
|                                  | %Col          | 1         | 1      | 1     | 1     | 1      | 1          | 1       | 1      | 2       | 1     | 0      | 1          | 1      |
| <b>R700-R799</b>                 | Audience(000) | 557       | 211    | 205   | *142  | **40   | **36       | *172    | **91   | **32    | **64  | **35   | **16       | **71   |
|                                  | %Col          | 1         | 1      | 2     | 1     | 1      | 2          | 1       | 1      | 1       | 2     | 4      | 1          | 1      |
| <b>R800-R899</b>                 | Audience(000) | 810       | 288    | 185   | 337   | **95   | **67       | *195    | 192    | **117   | **31  | **20   | **36       | *58    |
|                                  | %Col          | 2         | 2      | 2     | 2     | 2      | 3          | 2       | 2      | 3       | 1     | 2      | 1          | 1      |
| <b>R900-R999</b>                 | Audience(000) | 1 110     | 374    | 275   | 460   | *96    | **60       | 245     | 257    | *143    | **103 | **8    | **81       | *118   |
|                                  | %Col          | 3         | 2      | 3     | 3     | 2      | 3          | 2       | 3      | 4       | 3     | 1      | 3          | 2      |
| <b>R1000-R1099</b>               | Audience(000) | 1 948     | 648    | 476   | 823   | 155    | *78        | 577     | 352    | 289     | *166  | **19   | *177       | 134    |
|                                  | %Col          | 5         | 4      | 4     | 6     | 3      | 4          | 5       | 4      | 7       | 5     | 2      | 6          | 2      |
| <b>R1100-R1199</b>               | Audience(000) | 675       | *212   | 173   | *291  | **53   | **56       | *170    | *134   | **111   | *76   | **13   | **27       | **37   |
|                                  | %Col          | 2         | 1      | 2     | 2     | 1      | 3          | 1       | 2      | 3       | 2     | 1      | 1          | 1      |
| <b>R1200-R1399</b>               | Audience(000) | 1 257     | 408    | 320   | 529   | *157   | **60       | 312     | 248    | *162    | *96   | **23   | **114      | *85    |
|                                  | %Col          | 3         | 2      | 3     | 4     | 3      | 3          | 3       | 3      | 4       | 3     | 2      | 4          | 2      |
| <b>R1400-R1599</b>               | Audience(000) | 1 478     | 500    | 424   | 554   | *141   | **75       | 317     | 318    | *166    | *103  | **26   | **103      | *228   |
|                                  | %Col          | 3         | 3      | 4     | 4     | 3      | 4          | 3       | 4      | 4       | 3     | 3      | 3          | 4      |
| <b>R1600-R1999</b>               | Audience(000) | 3 688     | 1 342  | 812   | 1 533 | 650    | *197       | 743     | 691    | 340     | *228  | **187  | *184       | *469   |
|                                  | %Col          | 9         | 8      | 7     | 11    | 14     | 9          | 6       | 9      | 9       | 7     | 20     | 6          | 9      |

Period: July 2020 - Dec 2020  
 Weight: Population  
 Notes: \* data relatively unstable \*\* data highly unstable  
 Cautionary: The dataset comprises half of an annual sample and should be viewed with caution

DEMOGRAPHICS

MAPS20W14 - MAPS OCTOBER 2021 (June 20 - July 21 Fieldwork)



|                                 |                       | Total Pop  | Metro      | Urban     | Rural       | E Cape    | Free State | Gauteng    | KZN        | Limpopo    | Mpum       | N Cape     | North West | W Cape     |
|---------------------------------|-----------------------|------------|------------|-----------|-------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|
| R2000-R2499                     | Audience(000)<br>%Col | 3 644<br>8 | 1 326<br>8 | 883<br>8  | 1 435<br>10 | 450<br>10 | *207<br>10 | 926<br>8   | 598<br>8   | 363<br>9   | 358<br>11  | **54<br>6  | *205<br>7  | 482<br>9   |
| R2500-R2999                     | Audience(000)<br>%Col | 1 780<br>4 | 737<br>4   | 510<br>5  | 534<br>4    | *152<br>3 | *133<br>6  | 466<br>4   | 325<br>4   | *138<br>4  | *163<br>5  | **73<br>8  | **72<br>2  | *259<br>5  |
| R3000-R3999                     | Audience(000)<br>%Col | 2 809<br>7 | 1 177<br>7 | 746<br>7  | 886<br>6    | 278<br>6  | 162<br>8   | 854<br>7   | 495<br>6   | *223<br>6  | *209<br>6  | **81<br>9  | *147<br>5  | 361<br>7   |
| R4000-R4999                     | Audience(000)<br>%Col | 2 450<br>6 | 1 023<br>6 | 647<br>6  | 780<br>5    | *281<br>6 | *113<br>5  | 720<br>6   | 371<br>5   | *227<br>6  | *171<br>5  | **63<br>7  | *227<br>8  | 277<br>5   |
| R5000-R5999                     | Audience(000)<br>%Col | 2 042<br>5 | 987<br>6   | 498<br>5  | 557<br>4    | *172<br>4 | *76<br>4   | 671<br>6   | 398<br>5   | *151<br>4  | *94<br>3   | **94<br>10 | **88<br>3  | 298<br>6   |
| R6000-R6999                     | Audience(000)<br>%Col | 1 320<br>3 | 750<br>4   | 360<br>3  | *210<br>1   | **65<br>1 | **41<br>2  | 510<br>4   | 192<br>2   | **92<br>2  | **110<br>3 | **20<br>2  | **57<br>2  | *233<br>4  |
| R7000-R7999                     | Audience(000)<br>%Col | 951<br>2   | 562<br>3   | 215<br>2  | **174<br>1  | **48<br>1 | **19<br>1  | 345<br>3   | *136<br>2  | **69<br>2  | **43<br>1  | **31<br>3  | **72<br>2  | *187<br>3  |
| R8000-R8999                     | Audience(000)<br>%Col | 1 111<br>3 | 540<br>3   | 279<br>3  | *291<br>2   | **76<br>3 | **43<br>2  | 356<br>3   | *94<br>1   | **102<br>3 | **66<br>2  | **9<br>1   | **147<br>5 | *218<br>4  |
| R9000-R9999                     | Audience(000)<br>%Col | 513<br>1   | 289<br>2   | *90<br>1  | **134<br>1  | **47<br>1 | **19<br>1  | *183<br>2  | **110<br>1 | **45<br>1  | **15<br>0  | **29<br>3  | **14<br>0  | **51<br>1  |
| R10 000-R10 999                 | Audience(000)<br>%Col | 1 102<br>3 | 549<br>3   | 329<br>3  | *224<br>2   | **67<br>1 | **35<br>2  | 408<br>3   | *137<br>2  | **56<br>1  | **164<br>5 | **17<br>2  | **91<br>3  | **125<br>2 |
| R11 000-R11 999                 | Audience(000)<br>%Col | *116<br>0  | **65<br>0  | **26<br>0 | **24<br>0   | **10<br>0 | **9<br>0   | **41<br>0  | **32<br>0  | **3<br>0   | **1<br>0   | **2<br>0   | **2<br>0   | **16<br>0  |
| R12 000-R13 999                 | Audience(000)<br>%Col | 512<br>1   | 270<br>2   | *158<br>1 | **84<br>1   | **49<br>1 | **30<br>1  | *202<br>2  | *93<br>1   | **36<br>1  | **24<br>1  | **4<br>0   | **25<br>1  | **51<br>1  |
| R14 000-R15 999                 | Audience(000)<br>%Col | 505<br>1   | 327<br>2   | *95<br>1  | **82<br>1   | **47<br>1 | **8<br>0   | 254<br>2   | **80<br>1  | **20<br>1  | **5<br>0   | **11<br>1  | **36<br>1  | **44<br>1  |
| R16 000-R19 999                 | Audience(000)<br>%Col | 445<br>1   | 262<br>1   | *118<br>1 | **65<br>0   | **21<br>0 | **19<br>1  | *176<br>1  | **99<br>1  | **7<br>0   | **32<br>1  | **7<br>1   | **36<br>1  | **48<br>1  |
| R20 000-R24 999                 | Audience(000)<br>%Col | 739<br>2   | 441<br>3   | *156<br>1 | **142<br>1  | **49<br>1 | **24<br>1  | 369<br>3   | *96<br>1   | **33<br>1  | **37<br>1  | **14<br>1  | **58<br>2  | **58<br>1  |
| R25 000-R29 999                 | Audience(000)<br>%Col | 382<br>1   | 258<br>1   | **83<br>1 | **41<br>0   | **24<br>1 | **9<br>0   | *195<br>2  | **51<br>1  | **4<br>0   | **4<br>0   | **10<br>1  | **11<br>0  | **75<br>1  |
| R30 000-R39 999                 | Audience(000)<br>%Col | 420<br>1   | 219<br>1   | **50<br>0 | **151<br>1  | **34<br>1 | **8<br>0   | *178<br>1  | **48<br>1  | **15<br>0  | **9<br>0   | **6<br>1   | **94<br>3  | **29<br>1  |
| R40 000-R49 999                 | Audience(000)<br>%Col | *199<br>0  | **109<br>1 | **74<br>1 | **16<br>0   | **11<br>0 | **1<br>0   | **124<br>1 | **15<br>0  | **11<br>0  | **22<br>1  | **0<br>0   | **3<br>0   | **11<br>0  |
| R50 000-R59 999                 | Audience(000)<br>%Col | *142<br>0  | **119<br>1 | **23<br>0 | **0<br>0    | **10<br>0 | **0<br>0   | **103<br>1 | **20<br>0  | **0<br>0   | **0<br>0   | **2<br>0   | **4<br>0   | **4<br>0   |
| R60 000-R69 999                 | Audience(000)<br>%Col | *160<br>0  | **112<br>1 | **31<br>0 | **17<br>0   | **7<br>0  | **0<br>0   | **97<br>1  | **15<br>0  | **0<br>0   | **21<br>1  | **5<br>1   | **2<br>0   | **13<br>0  |
| R70 000-R79 999                 | Audience(000)<br>%Col | **55<br>0  | **36<br>0  | **18<br>0 | **0<br>0    | **1<br>0  | **0<br>0   | **44<br>0  | **2<br>0   | **0<br>0   | **2<br>0   | **0<br>0   | **5<br>0   | **0<br>0   |
| R80 000+                        | Audience(000)<br>%Col | **78<br>0  | **63<br>0  | **10<br>0 | **5<br>0    | **2<br>0  | **5<br>0   | **52<br>0  | **8<br>0   | **1<br>0   | **0<br>0   | **3<br>0   | **7<br>0   | **1<br>0   |
| No personal income              | Audience(000)<br>%Col | 3 092<br>7 | 1 158<br>7 | 799<br>7  | 1 135<br>8  | 618<br>14 | **56<br>3  | 603<br>5   | 469<br>6   | 277<br>7   | 245<br>7   | **5<br>1   | 322<br>11  | 498<br>9   |
| Refused                         | Audience(000)<br>%Col | **0<br>0   | **0<br>0   | **0<br>0  | **0<br>0    | **0<br>0  | **0<br>0   | **0<br>0   | **0<br>0   | **0<br>0   | **0<br>0   | **0<br>0   | **0<br>0   | **0<br>0   |
| Average Monthly Personal Income | Value                 | 4 834      | 6 430      | 4 458     | 3 183       | 3 529     | 3 400      | 7 266      | 3 841      | 2 989      | 3 846      | 5 032      | 5 093      | 4 263      |

Period: July 2020 - Dec 2020

Weight: Population

Notes: \* data relatively unstable \*\* data highly unstable

Cautionary: The dataset comprises half of an annual sample and should be viewed with caution

DEMOGRAPHICS

MAPS20W14 - MAPS OCTOBER 2021 (June 20 - July 21 Fieldwork)



|                                    |               | Total Pop | Metro | Urban | Rural | E Cape | Free State | Gauteng | KZN   | Limpopo | Mpum | N Cape | North West | W Cape |
|------------------------------------|---------------|-----------|-------|-------|-------|--------|------------|---------|-------|---------|------|--------|------------|--------|
| <b>YOUNG OR UNMARRIED CHILDREN</b> |               |           |       |       |       |        |            |         |       |         |      |        |            |        |
| <b>0-6 months</b>                  | Audience(000) | 1 165     | 346   | 339   | 481   | *130   | **56       | 254     | 369   | **89    | *122 | **19   | **42       | *85    |
|                                    | %Col          | 3         | 2     | 3     | 3     | 3      | 3          | 2       | 5     | 2       | 4    | 2      | 1          | 2      |
| <b>7-11 months</b>                 | Audience(000) | 1 144     | 391   | 319   | 434   | *149   | **48       | 318     | 263   | **56    | *86  | **57   | **45       | **123  |
|                                    | %Col          | 3         | 2     | 3     | 3     | 3      | 2          | 3       | 3     | 1       | 3    | 6      | 2          | 2      |
| <b>12-23 months</b>                | Audience(000) | 1 741     | 634   | 526   | 581   | *156   | **97       | 447     | 404   | **94    | *204 | **28   | *113       | 198    |
|                                    | %Col          | 4         | 4     | 5     | 4     | 3      | 5          | 4       | 5     | 2       | 6    | 3      | 4          | 4      |
| <b>24-35 months</b>                | Audience(000) | 2 232     | 938   | 502   | 793   | *225   | **72       | 671     | 409   | *149    | *274 | **13   | *153       | 266    |
|                                    | %Col          | 5         | 5     | 5     | 5     | 5      | 3          | 6       | 5     | 4       | 8    | 1      | 5          | 5      |
| <b>3-4 years</b>                   | Audience(000) | 4 029     | 1 726 | 950   | 1 353 | 322    | 175        | 1 328   | 779   | 234     | 380  | **30   | 322        | 459    |
|                                    | %Col          | 9         | 10    | 9     | 9     | 7      | 8          | 11      | 10    | 6       | 11   | 3      | 11         | 9      |
| <b>5-6 years</b>                   | Audience(000) | 4 198     | 1 715 | 1 059 | 1 425 | 313    | *163       | 1 470   | 737   | *236    | 410  | **66   | 421        | 382    |
|                                    | %Col          | 10        | 10    | 10    | 10    | 7      | 8          | 12      | 9     | 6       | 12   | 7      | 14         | 7      |
| <b>7-9 years</b>                   | Audience(000) | 5 842     | 2 643 | 1 623 | 1 576 | 599    | 321        | 1 969   | 1 022 | 272     | 566  | **66   | 426        | 602    |
|                                    | %Col          | 14        | 15    | 15    | 11    | 13     | 15         | 16      | 13    | 7       | 17   | 7      | 14         | 11     |
| <b>10-12 years</b>                 | Audience(000) | 5 094     | 2 288 | 1 280 | 1 526 | 487    | 280        | 1 648   | 951   | 294     | 410  | **58   | 394        | 573    |
|                                    | %Col          | 12        | 13    | 12    | 11    | 11     | 13         | 14      | 12    | 7       | 12   | 6      | 13         | 11     |
| <b>13-14 years</b>                 | Audience(000) | 3 730     | 1 675 | 1 052 | 1 004 | 321    | *185       | 1 185   | 673   | *147    | 373  | **49   | 251        | 547    |
|                                    | %Col          | 9         | 10    | 10    | 7     | 7      | 9          | 10      | 9     | 4       | 11   | 5      | 9          | 10     |
| <b>15-18 years</b>                 | Audience(000) | 5 264     | 2 427 | 1 434 | 1 403 | 466    | 258        | 1 866   | 861   | *276    | 459  | **47   | 380        | 651    |
|                                    | %Col          | 12        | 14    | 13    | 10    | 10     | 12         | 15      | 11    | 7       | 14   | 5      | 13         | 12     |
| <b>19-20 years</b>                 | Audience(000) | 2 286     | 1 103 | 505   | 679   | *202   | **72       | 752     | 410   | **156   | *143 | **15   | *246       | *289   |
|                                    | %Col          | 5         | 6     | 5     | 5     | 5      | 3          | 6       | 5     | 4       | 4    | 2      | 8          | 5      |
| <b>21-24 years</b>                 | Audience(000) | 3 545     | 1 613 | 880   | 1 051 | 382    | **89       | 1 189   | 664   | *157    | 316  | **39   | *227       | *482   |
|                                    | %Col          | 8         | 9     | 8     | 7     | 8      | 4          | 10      | 8     | 4       | 9    | 4      | 8          | 9      |
| <b>25+ years</b>                   | Audience(000) | 4 539     | 2 005 | 1 181 | 1 353 | 439    | *161       | 1 450   | 816   | *226    | 546  | **64   | *350       | *487   |
|                                    | %Col          | 11        | 11    | 11    | 9     | 10     | 8          | 12      | 10    | 6       | 16   | 7      | 12         | 9      |
| <b>None</b>                        | Audience(000) | **87      | **41  | **14  | **32  | **4    | **1        | **25    | **25  | **22    | **4  | **0    | **5        | **3    |
|                                    | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 1       | 0    | 0      | 0          | 0      |

Period: July 2020 - Dec 2020

Weight: Population

Notes: \* data relatively unstable \*\* data highly unstable

Cautionary: The dataset comprises half of an annual sample and should be viewed with caution

DEMOGRAPHICS

MAPS20W14 - MAPS OCTOBER 2021 (June 20 - July 21 Fieldwork)



|   |               | Total Pop | Metro | Urban | Rural | E Cape | Free State | Gauteng | KZN   | Limpopo | Mpum | N Cape | North West | W Cape |
|---|---------------|-----------|-------|-------|-------|--------|------------|---------|-------|---------|------|--------|------------|--------|
| <b>CHILDREN CURRENTLY LIVING WITH YOU</b> |               |           |       |       |       |        |            |         |       |         |      |        |            |        |
| 0-6 months                                | Audience(000) | 962       | 284   | 281   | 396   | **119  | **48       | 206     | 265   | **87    | *111 | **11   | **34       | *81    |
|   | %Col          | 2         | 2     | 3     | 3     | 3      | 2          | 2       | 3     | 2       | 3    | 1      | 1          | 2      |
| 7-11 months                               | Audience(000) | 849       | 300   | 250   | 299   | **111  | **36       | 251     | *189  | **33    | **81 | **15   | **32       | **101  |
|   | %Col          | 2         | 2     | 2     | 2     | 2      | 2          | 2       | 2     | 1       | 2    | 2      | 1          | 2      |
| 12-23 months                              | Audience(000) | 1 448     | 539   | 450   | 459   | *120   | **89       | 379     | 294   | **75    | *192 | **22   | *110       | *166   |
|   | %Col          | 3         | 3     | 4     | 3     | 3      | 4          | 3       | 4     | 2       | 6    | 2      | 4          | 3      |
| 24-35 months                              | Audience(000) | 1 800     | 778   | 393   | 629   | *165   | **46       | 549     | 277   | **131   | *255 | **9    | *136       | 232    |
|   | %Col          | 4         | 4     | 4     | 4     | 4      | 2          | 5       | 4     | 3       | 8    | 1      | 5          | 4      |
| 3-4 years                                 | Audience(000) | 3 136     | 1 349 | 746   | 1 041 | 242    | *151       | 1 031   | 572   | *179    | 337  | **21   | 223        | 379    |
|   | %Col          | 7         | 8     | 7     | 7     | 5      | 7          | 9       | 7     | 5       | 10   | 2      | 8          | 7      |
| 5-6 years                                 | Audience(000) | 3 150     | 1 291 | 865   | 994   | 230    | *129       | 1 062   | 479   | *179    | 354  | **60   | 337        | 320    |
|   | %Col          | 7         | 7     | 8     | 7     | 5      | 6          | 9       | 6     | 5       | 11   | 6      | 11         | 6      |
| 7-9 years                                 | Audience(000) | 4 498     | 1 953 | 1 288 | 1 257 | 475    | 270        | 1 412   | 753   | 229     | 488  | **55   | 326        | 490    |
|   | %Col          | 10        | 11    | 12    | 9     | 11     | 13         | 12      | 10    | 6       | 15   | 6      | 11         | 9      |
| 10-12 years                               | Audience(000) | 3 966     | 1 727 | 974   | 1 265 | 385    | 224        | 1 175   | 769   | *249    | 335  | **41   | 310        | 479    |
|   | %Col          | 9         | 10    | 9     | 9     | 9      | 11         | 10      | 10    | 6       | 10   | 4      | 11         | 9      |
| 13-14 years                               | Audience(000) | 2 940     | 1 372 | 818   | 749   | 237    | *175       | 936     | 497   | *141    | 277  | **32   | *181       | 462    |
|   | %Col          | 7         | 8     | 7     | 5     | 5      | 8          | 8       | 6     | 4       | 8    | 3      | 6          | 9      |
| 15-18 years                               | Audience(000) | 4 255     | 1 918 | 1 201 | 1 136 | 404    | *236       | 1 477   | 664   | *214    | 335  | **28   | *330       | 568    |
|   | %Col          | 10        | 11    | 11    | 8     | 9      | 11         | 12      | 8     | 5       | 10   | 3      | 11         | 11     |
| 19-20 years                               | Audience(000) | 1 798     | 936   | 379   | 482   | *161   | **65       | 637     | 306   | **104   | *126 | **15   | **167      | **217  |
|   | %Col          | 4         | 5     | 3     | 3     | 4      | 3          | 5       | 4     | 3       | 4    | 2      | 6          | 4      |
| 21-24 years                               | Audience(000) | 2 705     | 1 262 | 656   | 787   | 304    | **74       | 927     | 496   | **104   | 213  | **26   | *183       | *377   |
|   | %Col          | 6         | 7     | 6     | 5     | 7      | 4          | 8       | 6     | 3       | 6    | 3      | 6          | 7      |
| 25+ years                                 | Audience(000) | 3 037     | 1 393 | 819   | 826   | *240   | **132      | 998     | 528   | **130   | 372  | **42   | **271      | *324   |
|   | %Col          | 7         | 8     | 7     | 6     | 5      | 6          | 8       | 7     | 3       | 11   | 5      | 9          | 6      |
| None                                      | Audience(000) | 5 534     | 2 305 | 1 247 | 1 982 | 570    | 181        | 1 844   | 1 198 | 354     | 380  | **126  | 439        | 442    |
|   | %Col          | 13        | 13    | 11    | 14    | 13     | 9          | 15      | 15    | 9       | 11   | 14     | 15         | 8      |

Period: July 2020 - Dec 2020

Weight: Population

Notes: \* data relatively unstable \*\* data highly unstable

Cautionary: The dataset comprises half of an annual sample and should be viewed with caution



DEMOGRAPHICS

MAPS20W14 - MAPS OCTOBER 2021 (June 20 - July 21 Fieldwork)



|                           |               | Total Pop | Metro | Urban | Rural | E Cape | Free State | Gauteng | KZN | Limpopo | Mpum | N Cape | North West | W Cape |
|---------------------------|---------------|-----------|-------|-------|-------|--------|------------|---------|-----|---------|------|--------|------------|--------|
| <b>DEPENDENT CHILDREN</b> |               |           |       |       |       |        |            |         |     |         |      |        |            |        |
| 0-6 months                | Audience(000) | 1 109     | 329   | 330   | 450   | *123   | **55       | 245     | 349 | **89    | *105 | **19   | **42       | *83    |
|                           | %Col          | 3         | 2     | 3     | 3     | 3      | 3          | 2       | 4   | 2       | 3    | 2      | 1          | 2      |
| 7-11 months               | Audience(000) | 1 069     | 369   | 301   | 399   | *137   | **34       | 296     | 239 | **54    | **84 | **57   | **45       | **122  |
|                           | %Col          | 2         | 2     | 3     | 3     | 3      | 2          | 2       | 3   | 1       | 3    | 6      | 2          | 2      |
| 12-23 months              | Audience(000) | 1 610     | 593   | 495   | 521   | *143   | **88       | 411     | 359 | **88    | *200 | **24   | *111       | 185    |
|                           | %Col          | 4         | 3     | 5     | 4     | 3      | 4          | 3       | 5   | 2       | 6    | 3      | 4          | 3      |
| 24-35 months              | Audience(000) | 2 080     | 892   | 481   | 707   | *183   | **65       | 643     | 385 | *143    | *241 | **10   | *150       | 259    |
|                           | %Col          | 5         | 5     | 4     | 5     | 4      | 3          | 5       | 5   | 4       | 7    | 1      | 5          | 5      |
| 3-4 years                 | Audience(000) | 3 715     | 1 613 | 877   | 1 225 | 284    | *149       | 1 237   | 731 | *218    | 336  | **30   | 292        | 439    |
|                           | %Col          | 9         | 9     | 8     | 8     | 6      | 7          | 10      | 9   | 6       | 10   | 3      | 10         | 8      |
| 5-6 years                 | Audience(000) | 3 860     | 1 622 | 990   | 1 248 | 272    | *140       | 1 368   | 699 | *211    | 382  | **50   | 375        | 363    |
|                           | %Col          | 9         | 9     | 9     | 9     | 6      | 7          | 11      | 9   | 5       | 11   | 5      | 13         | 7      |
| 7-9 years                 | Audience(000) | 5 380     | 2 400 | 1 506 | 1 475 | 534    | 282        | 1 787   | 969 | 261     | 536  | **63   | 386        | 563    |
|                           | %Col          | 12        | 14    | 14    | 10    | 12     | 13         | 15      | 12  | 7       | 16   | 7      | 13         | 10     |
| 10-12 years               | Audience(000) | 4 673     | 2 142 | 1 185 | 1 346 | 440    | 263        | 1 509   | 906 | *268    | 333  | **46   | 353        | 556    |
|                           | %Col          | 11        | 12    | 11    | 9     | 10     | 13         | 12      | 11  | 7       | 10   | 5      | 12         | 10     |
| 13-14 years               | Audience(000) | 3 458     | 1 559 | 983   | 916   | 289    | *175       | 1 100   | 633 | *144    | 358  | **37   | 208        | 514    |
|                           | %Col          | 8         | 9     | 9     | 6     | 6      | 8          | 9       | 8   | 4       | 11   | 4      | 7          | 10     |
| 15-18 years               | Audience(000) | 4 819     | 2 262 | 1 342 | 1 215 | 443    | *233       | 1 745   | 811 | *243    | 367  | **41   | 331        | 606    |
|                           | %Col          | 11        | 13    | 12    | 8     | 10     | 11         | 14      | 10  | 6       | 11   | 4      | 11         | 11     |
| 19-20 years               | Audience(000) | 2 021     | 999   | 453   | 569   | *172   | **67       | 696     | 357 | **143   | *133 | **15   | *189       | *249   |
|                           | %Col          | 5         | 6     | 4     | 4     | 4      | 3          | 6       | 5   | 4       | 4    | 2      | 6          | 5      |
| 21-24 years               | Audience(000) | 2 835     | 1 292 | 760   | 784   | 335    | **82       | 969     | 528 | **117   | 223  | **37   | *193       | *352   |
|                           | %Col          | 7         | 7     | 7     | 5     | 7      | 4          | 8       | 7   | 3       | 7    | 4      | 7          | 7      |
| None                      | Audience(000) | 4 238     | 1 722 | 1 002 | 1 514 | 469    | *199       | 1 317   | 731 | *243    | 468  | **77   | *357       | *377   |
|                           | %Col          | 10        | 10    | 9     | 10    | 10     | 10         | 11      | 9   | 6       | 14   | 8      | 12         | 7      |

Period: July 2020 - Dec 2020

Weight: Population

Notes: \* data relatively unstable \*\* data highly unstable

Cautionary: The dataset comprises half of an annual sample and should be viewed with caution

DEMOGRAPHICS

MAPS20W14 - MAPS OCTOBER 2021 (June 20 - July 21 Fieldwork)



|  |               | Total Pop | Metro  | Urban | Rural  | E Cape | Free State | Gauteng | KZN   | Limpopo | Mpum  | N Cape | North West | W Cape |
|--|---------------|-----------|--------|-------|--------|--------|------------|---------|-------|---------|-------|--------|------------|--------|
| <b>OTHER DEPENDENTS (NOT OWN CHILDREN)</b> |               |           |        |       |        |        |            |         |       |         |       |        |            |        |
| <b>Yes</b>                                 | Audience(000) | 7 956     | 3 713  | 1 890 | 2 353  | 674    | 279        | 2 863   | 1 776 | 550     | 398   | *144   | 495        | 778    |
|  | %Col          | 18        | 21     | 17    | 16     | 15     | 13         | 24      | 22    | 14      | 12    | 16     | 17         | 14     |
| <b>No</b>                                  | Audience(000) | 35 144    | 13 885 | 9 113 | 12 146 | 3 822  | 1 818      | 9 226   | 6 133 | 3 371   | 2 945 | 778    | 2 448      | 4 604  |
|  | %Col          | 82        | 79     | 83    | 84     | 85     | 87         | 76      | 78    | 86      | 88    | 84     | 83         | 86     |
| <b>0-6 months</b>                          | Audience(000) | *159      | **50   | **33  | **76   | **16   | **4        | **45    | **62  | **12    | **2   | **5    | **5        | **8    |
|  | %Col          | 0         | 0      | 0     | 1      | 0      | 0          | 0       | 1     | 0       | 0     | 1      | 0          | 0      |
| <b>7-11 months</b>                         | Audience(000) | *131      | **60   | **33  | **38   | **12   | **5        | **41    | **34  | **3     | **7   | **6    | **9        | **14   |
|  | %Col          | 0         | 0      | 0     | 0      | 0      | 0          | 0       | 0     | 0       | 0     | 1      | 0          | 0      |
| <b>12-23 months</b>                        | Audience(000) | 255       | **113  | **76  | **65   | **15   | **25       | **68    | **65  | **11    | **20  | **10   | **12       | **29   |
|  | %Col          | 1         | 1      | 1     | 0      | 0      | 1          | 1       | 1     | 0       | 1     | 1      | 0          | 1      |
| <b>24-35 months</b>                        | Audience(000) | 260       | **128  | **53  | **80   | **22   | **8        | **66    | **73  | **26    | **4   | **5    | **5        | **52   |
|  | %Col          | 1         | 1      | 0     | 1      | 0      | 0          | 1       | 1     | 1       | 0     | 1      | 0          | 1      |
| <b>3-4 years</b>                           | Audience(000) | 716       | 298    | *177  | *241   | **92   | **12       | *201    | *167  | **57    | **25  | **7    | **97       | **58   |
|  | %Col          | 2         | 2      | 2     | 2      | 2      | 1          | 2       | 2     | 1       | 1     | 1      | 3          | 1      |
| <b>5-6 years</b>                           | Audience(000) | 729       | 283    | *198  | *249   | **103  | **23       | *230    | *178  | **42    | **40  | **3    | **32       | **77   |
|  | %Col          | 2         | 2      | 2     | 2      | 2      | 1          | 2       | 2     | 1       | 1     | 0      | 1          | 1      |
| <b>7-9 years</b>                           | Audience(000) | 1 206     | 497    | 323   | 386    | *138   | **50       | 377     | 316   | **79    | **42  | **13   | **101      | **90   |
|  | %Col          | 3         | 3      | 3     | 3      | 3      | 2          | 3       | 4     | 2       | 1     | 1      | 3          | 2      |
| <b>10-12 years</b>                         | Audience(000) | 1 482     | 482    | 387   | 613    | *178   | **62       | 392     | 368   | **147   | **77  | **23   | **152      | **85   |
|  | %Col          | 3         | 3      | 4     | 4      | 4      | 3          | 3       | 5     | 4       | 2     | 2      | 5          | 2      |
| <b>13-14 years</b>                         | Audience(000) | 1 160     | 453    | 261   | *446   | *138   | **29       | 379     | 293   | **128   | **40  | **30   | **90       | **32   |
|  | %Col          | 3         | 3      | 2     | 3      | 3      | 1          | 3       | 4     | 3       | 1     | 3      | 3          | 1      |
| <b>15-18 years</b>                         | Audience(000) | 1 616     | 646    | 424   | 546    | *143   | **57       | 501     | 468   | **118   | **101 | **8    | **91       | **129  |
|  | %Col          | 4         | 4      | 4     | 4      | 3      | 3          | 4       | 6     | 3       | 3     | 1      | 3          | 2      |
| <b>19-20 years</b>                         | Audience(000) | 624       | 265    | *180  | *179   | **49   | **21       | *214    | *174  | **38    | **36  | **12   | **40       | **40   |
|  | %Col          | 1         | 2      | 2     | 1      | 1      | 1          | 2       | 2     | 1       | 1     | 1      | 1          | 1      |
| <b>21-24 years</b>                         | Audience(000) | 977       | 503    | 242   | *232   | **64   | **11       | 388     | 234   | **56    | **56  | **29   | **25       | **114  |
|  | %Col          | 2         | 3      | 2     | 2      | 1      | 1          | 3       | 3     | 1       | 2     | 3      | 1          | 2      |
| <b>25-34 years</b>                         | Audience(000) | 1 261     | 616    | 286   | *360   | **73   | **39       | 460     | 315   | **58    | **130 | **41   | **63       | **83   |
|  | %Col          | 3         | 4      | 3     | 2      | 2      | 2          | 4       | 4     | 1       | 4     | 4      | 2          | 2      |
| <b>35-49 years</b>                         | Audience(000) | 711       | 446    | *141  | **124  | **30   | **20       | 381     | *149  | **35    | **27  | **10   | **12       | **46   |
|  | %Col          | 2         | 3      | 1     | 1      | 1      | 1          | 3       | 2     | 1       | 1     | 1      | 0          | 1      |
| <b>50+ years</b>                           | Audience(000) | 1 431     | 1 004  | 276   | **151  | **37   | **46       | 846     | *190  | **53    | **42  | **7    | **12       | *198   |
|  | %Col          | 3         | 6      | 3     | 1      | 1      | 2          | 7       | 2     | 1       | 1     | 1      | 0          | 4      |

Period: July 2020 - Dec 2020  
 Weight: Population  
 Notes: \* data relatively unstable \*\* data highly unstable  
 Cautionary: The dataset comprises half of an annual sample and should be viewed with caution

DEMOGRAPHICS

MAPS20W14 - MAPS OCTOBER 2021 (June 20 - July 21 Fieldwork)



|   |               | Total Pop | Metro | Urban | Rural | E Cape | Free State | Gauteng | KZN   | Limpopo | Mpum  | N Cape | North West | W Cape |
|---|---------------|-----------|-------|-------|-------|--------|------------|---------|-------|---------|-------|--------|------------|--------|
| <b>OTHER DEPENDENTS LIVING WITH YOU</b>         |               |           |       |       |       |        |            |         |       |         |       |        |            |        |
| 0-6 months                                      | Audience(000) | *159      | **50  | **33  | **76  | **16   | **4        | **45    | **62  | **12    | **2   | **5    | **5        | **8    |
|   | %Col          | 0         | 0     | 0     | 1     | 0      | 0          | 0       | 1     | 0       | 0     | 1      | 0          | 0      |
| 7-11 months                                     | Audience(000) | *131      | **60  | **33  | **38  | **12   | **5        | **41    | **34  | **3     | **7   | **6    | **9        | **14   |
|   | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 0     | 0       | 0     | 1      | 0          | 0      |
| 12-23 months                                    | Audience(000) | 255       | **113 | **76  | **65  | **15   | **25       | **68    | **65  | **11    | **20  | **10   | **12       | **29   |
|   | %Col          | 1         | 1     | 1     | 0     | 0      | 1          | 1       | 1     | 0       | 1     | 1      | 0          | 1      |
| 24-35 months                                    | Audience(000) | 260       | **128 | **53  | **80  | **22   | **8        | **66    | **73  | **26    | **4   | **5    | **5        | **52   |
|   | %Col          | 1         | 1     | 0     | 1     | 0      | 0          | 1       | 1     | 1       | 0     | 1      | 0          | 1      |
| 3-4 years                                       | Audience(000) | 716       | 298   | *177  | *241  | **92   | **12       | *201    | *167  | **57    | **25  | **7    | **97       | **58   |
|   | %Col          | 2         | 2     | 2     | 2     | 2      | 1          | 2       | 2     | 1       | 1     | 1      | 3          | 1      |
| 5-6 years                                       | Audience(000) | 729       | 283   | *198  | *249  | **103  | **23       | *230    | *178  | **42    | **40  | **3    | **32       | **77   |
|   | %Col          | 2         | 2     | 2     | 2     | 2      | 1          | 2       | 2     | 1       | 1     | 0      | 1          | 1      |
| 7-9 years                                       | Audience(000) | 1 206     | 497   | 323   | 386   | *138   | **50       | 377     | 316   | **79    | **42  | **13   | **101      | **90   |
|   | %Col          | 3         | 3     | 3     | 3     | 3      | 2          | 3       | 4     | 2       | 1     | 1      | 3          | 2      |
| 10-12 years                                     | Audience(000) | 1 482     | 482   | 387   | 613   | *178   | **62       | 392     | 368   | **147   | **77  | **23   | **152      | **85   |
|   | %Col          | 3         | 3     | 4     | 4     | 4      | 3          | 3       | 5     | 4       | 2     | 2      | 5          | 2      |
| 13-14 years                                     | Audience(000) | 1 160     | 453   | 261   | *446  | *138   | **29       | 379     | 293   | **128   | **40  | **30   | **90       | **32   |
|   | %Col          | 3         | 3     | 2     | 3     | 3      | 1          | 3       | 4     | 3       | 1     | 3      | 3          | 1      |
| 15-18 years                                     | Audience(000) | 1 616     | 646   | 424   | 546   | *143   | **57       | 501     | 468   | **118   | **101 | **8    | **91       | **129  |
|   | %Col          | 4         | 4     | 4     | 4     | 3      | 3          | 4       | 6     | 3       | 3     | 1      | 3          | 2      |
| 19-20 years                                     | Audience(000) | 624       | 265   | *180  | *179  | **49   | **21       | *214    | *174  | **38    | **36  | **12   | **40       | **40   |
|   | %Col          | 1         | 2     | 2     | 1     | 1      | 1          | 2       | 2     | 1       | 1     | 1      | 1          | 1      |
| 21-24 years                                     | Audience(000) | 977       | 503   | 242   | *232  | **64   | **11       | 388     | 234   | **56    | **56  | **29   | **25       | **114  |
|   | %Col          | 2         | 3     | 2     | 2     | 1      | 1          | 3       | 3     | 1       | 2     | 3      | 1          | 2      |
| 25-34 years                                     | Audience(000) | 1 261     | 616   | 286   | *360  | **73   | **39       | 460     | 315   | **58    | **130 | **41   | **63       | **83   |
|   | %Col          | 3         | 4     | 3     | 2     | 2      | 2          | 4       | 4     | 1       | 4     | 4      | 2          | 2      |
| 35-49 years                                     | Audience(000) | 711       | 446   | *141  | **124 | **30   | **20       | 381     | *149  | **35    | **27  | **10   | **12       | **46   |
|   | %Col          | 2         | 3     | 1     | 1     | 1      | 1          | 3       | 2     | 1       | 1     | 1      | 0          | 1      |
| 50+ years                                       | Audience(000) | 1 431     | 1 004 | 276   | **151 | **37   | **46       | 846     | *190  | **53    | **42  | **7    | **12       | *198   |
|   | %Col          | 3         | 6     | 3     | 1     | 1      | 2          | 7       | 2     | 1       | 1     | 1      | 0          | 4      |
| None  | Audience(000) | *140      | **44  | **30  | **66  | **16   | **3        | **40    | **50  | **12    | **2   | **5    | **3        | **8    |
|   | %Col          | 0         | 0     | 0     | 0     | 0      | 0          | 0       | 1     | 0       | 0     | 1      | 0          | 0      |
| <b>NUMBER OF PEOPLE CURRENTLY LIVING IN HH</b>  |               |           |       |       |       |        |            |         |       |         |       |        |            |        |
| 1   | Audience(000) | 6 377     | 2 532 | 1 905 | 1 941 | 569    | 485        | 1 754   | 871   | 314     | 573   | 410    | 539        | 863    |
|   | %Col          | 15        | 14    | 17    | 13    | 13     | 23         | 15      | 11    | 8       | 17    | 44     | 18         | 16     |
| 2   | Audience(000) | 7 317     | 3 283 | 2 088 | 1 947 | 851    | 439        | 2 135   | 930   | 544     | 606   | *130   | 441        | 1 241  |
|   | %Col          | 17        | 19    | 19    | 13    | 19     | 21         | 18      | 12    | 14      | 18    | 14     | 15         | 23     |
| 3   | Audience(000) | 8 666     | 3 412 | 2 151 | 3 102 | 903    | 455        | 2 062   | 1 442 | 753     | 699   | **115  | 929        | 1 308  |
|   | %Col          | 20        | 19    | 20    | 21    | 20     | 22         | 17      | 18    | 19      | 21    | 12     | 32         | 24     |
| 4   | Audience(000) | 6 716     | 3 225 | 1 588 | 1 902 | 693    | 301        | 2 315   | 1 128 | 707     | 352   | **147  | 271        | 801    |
|   | %Col          | 16        | 18    | 14    | 13    | 15     | 14         | 19      | 14    | 18      | 11    | 16     | 9          | 15     |
| 5   | Audience(000) | 6 976     | 2 501 | 1 562 | 2 912 | 591    | 317        | 1 865   | 1 885 | 740     | 420   | **61   | 416        | 681    |
|   | %Col          | 16        | 14    | 14    | 20    | 13     | 15         | 15      | 24    | 19      | 13    | 7      | 14         | 13     |
| 6   | Audience(000) | 5 668     | 2 431 | 1 365 | 1 872 | 650    | **73       | 1 808   | 1 448 | *285    | 693   | **31   | *232       | 448    |
|   | %Col          | 13        | 14    | 12    | 13    | 14     | 3          | 15      | 18    | 7       | 21    | 3      | 8          | 8      |
| 7 or more                                       | Audience(000) | 1 380     | *214  | 342   | 824   | *238   | **28       | **150   | *204  | 578     | **0   | **28   | **115      | **40   |
|   | %Col          | 3         | 1     | 3     | 6     | 5      | 1          | 1       | 3     | 15      | 0     | 3      | 4          | 1      |
| Average number of people currently living in HH | Value         | 4         | 3     | 3     | 4     | 4      | 3          | 4       | 4     | 4       | 3     | 2      | 3          | 3      |

Period: July 2020 - Dec 2020  
 Weight: Population  
 Notes: \* data relatively unstable \*\* data highly unstable  
 Cautionary: The dataset comprises half of an annual sample and should be viewed with caution

DEMOGRAPHICS

MAPS20W14 - MAPS OCTOBER 2021 (June 20 - July 21 Fieldwork)



|  |               | Total Pop | Metro  | Urban  | Rural  | E Cape | Free State | Gauteng | KZN   | Limpopo | Mpum  | N Cape | North West | W Cape |
|--|---------------|-----------|--------|--------|--------|--------|------------|---------|-------|---------|-------|--------|------------|--------|
| <b>NUMBER OF DOMESTIC WORKERS</b>                  |               |           |        |        |        |        |            |         |       |         |       |        |            |        |
| 0  | Audience(000) | 40 437    | 16 486 | 10 439 | 13 513 | 4 196  | 2 045      | 11 273  | 7 090 | 3 764   | 3 176 | 851    | 2 789      | 5 253  |
|  | %Col          | 94        | 94     | 95     | 93     | 93     | 97         | 93      | 90    | 96      | 95    | 92     | 95         | 98     |
| 1  | Audience(000) | 2 287     | 954    | 481    | 851    | 254    | **49       | 694     | 681   | **154   | *153  | **56   | **152      | *93    |
|  | %Col          | 5         | 5      | 4      | 6      | 6      | 2          | 6       | 9     | 4       | 5     | 6      | 5          | 2      |
| 2  | Audience(000) | 320       | *129   | **79   | **112  | **31   | **3        | *106    | **127 | **4     | **12  | **12   | **1        | **24   |
|  | %Col          | 1         | 1      | 1      | 1      | 1      | 0          | 1       | 2     | 0       | 0     | 1      | 0          | 0      |
| 3  | Audience(000) | **39      | **24   | **4    | **11   | **8    | **1        | **11    | **4   | **0     | **1   | **2    | **0        | **12   |
|  | %Col          | 0         | 0      | 0      | 0      | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| 4  | Audience(000) | **11      | **5    | **0    | **6    | **7    | **0        | **4     | **0   | **0     | **0   | **0    | **0        | **0    |
|  | %Col          | 0         | 0      | 0      | 0      | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| 5 or more  | Audience(000) | **6       | **0    | **0    | **6    | **0    | **0        | **0     | **6   | **0     | **0   | **0    | **0        | **0    |
|  | %Col          | 0         | 0      | 0      | 0      | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| <b>NUMBER OF DOMESTIC WORKERS LIVE ON PREMISES</b> |               |           |        |        |        |        |            |         |       |         |       |        |            |        |
| 0  | Audience(000) | 41 973    | 17 181 | 10 785 | 14 007 | 4 294  | 2 089      | 11 832  | 7 515 | 3 853   | 3 270 | 857    | 2 933      | 5 330  |
|  | %Col          | 97        | 98     | 98     | 97     | 96     | 100        | 98      | 95    | 98      | 98    | 93     | 100        | 99     |
| 1  | Audience(000) | 1 016     | 366    | 183    | 467    | *183   | **7        | 231     | 363   | **66    | **72  | **56   | **10       | **28   |
|  | %Col          | 2         | 2      | 2      | 3      | 4      | 0          | 2       | 5     | 2       | 2     | 6      | 0          | 1      |
| 2  | Audience(000) | *95       | **40   | **34   | **22   | **19   | **0        | **25    | **28  | **1     | **0   | **10   | **0        | **12   |
|  | %Col          | 0         | 0      | 0      | 0      | 0      | 0          | 0       | 0     | 0       | 0     | 1      | 0          | 0      |
| 3  | Audience(000) | **15      | **11   | **0    | **4    | **0    | **1        | **0     | **3   | **0     | **0   | **0    | **0        | **11   |
|  | %Col          | 0         | 0      | 0      | 0      | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| 4  | Audience(000) | **0       | **0    | **0    | **0    | **0    | **0        | **0     | **0   | **0     | **0   | **0    | **0        | **0    |
|  | %Col          | 0         | 0      | 0      | 0      | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |
| 5 or more  | Audience(000) | **0       | **0    | **0    | **0    | **0    | **0        | **0     | **0   | **0     | **0   | **0    | **0        | **0    |
|  | %Col          | 0         | 0      | 0      | 0      | 0      | 0          | 0       | 0     | 0       | 0     | 0      | 0          | 0      |

Marketing Research Foundation  
 54 Queens Rd  
 Bryanston  
 e: mrf@mrf.co.za  
 t: 011 463 5340

Period: July 2020 - Dec 2020  
 Weight: Population  
 Notes: \* data relatively unstable \*\* data highly unstable  
 Cautionary: The dataset comprises half of an annual sample and should be viewed with caution