MAPS DATA OVERVIEW:

Waves 1 & 2

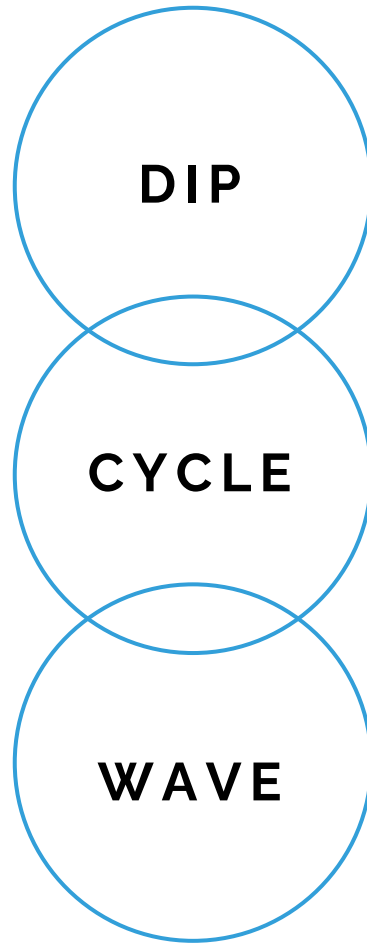JULY 2020 – JUNE 2021

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Important Definitions

DIP

Dip = 1 month = 1 667 interviews

CYCLE

Cycle = a quarter = 5 001 interviews

WAVE

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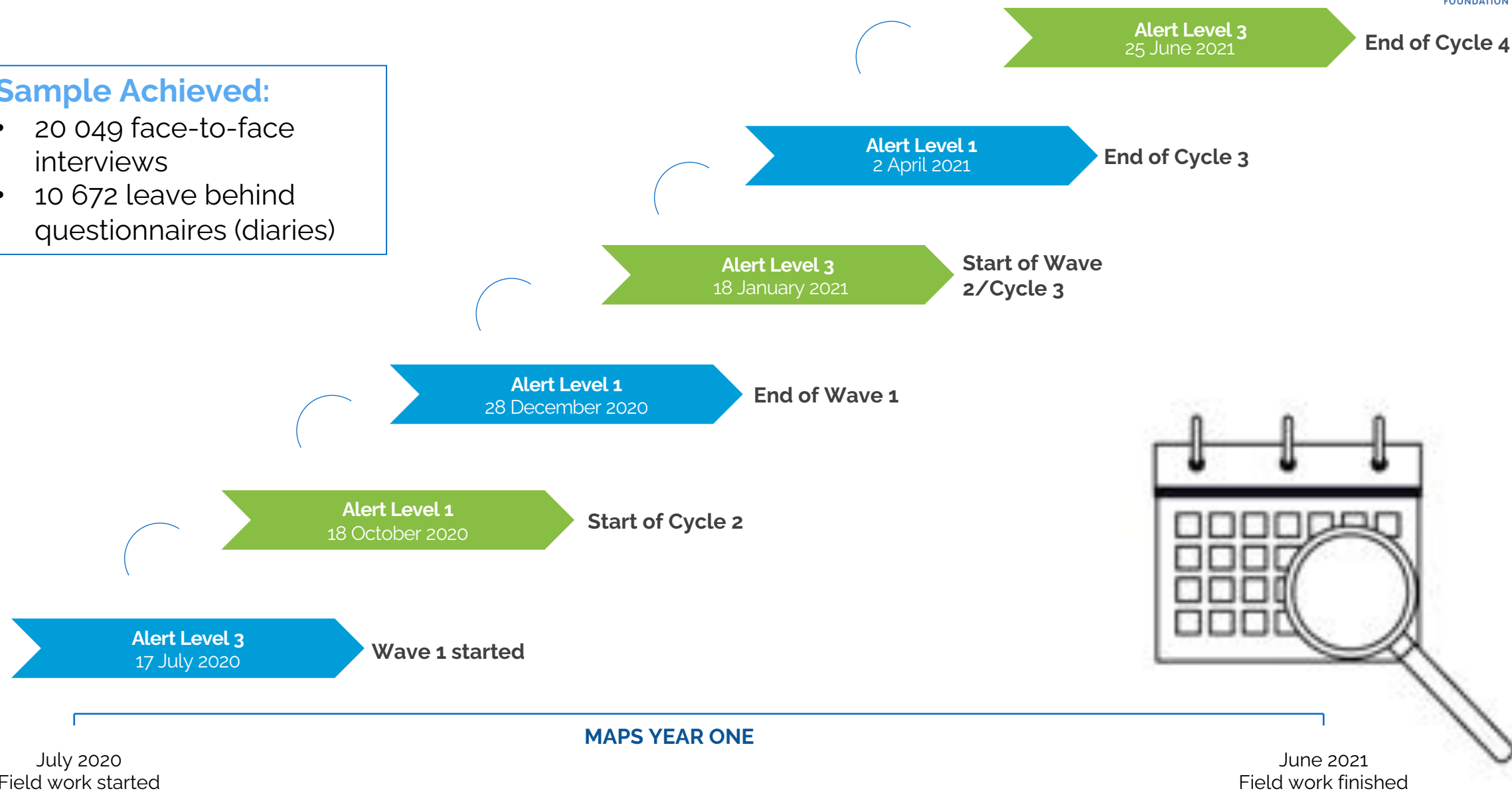
Given the unpredictable nature of the trajectory of Lockdowns some dips had fewer fieldwork days than others. There is no doubt that the different phases of lockdown that the country went through have changed and had a profound impact on the behavioural dynamics of consumers.

Fieldwork Timeline

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

Alert Level 3
25 June 2021 — **End of Cycle 4**

Alert Level 1
2 April 2021 — **End of Cycle 3**

Alert Level 3
18 January 2021 — **Start of Wave 2/Cycle 3**

Alert Level 1
28 December 2020 — **End of Wave 1**

Alert Level 1
18 October 2020 — **Start of Cycle 2**

Alert Level 3
17 July 2020 — **Wave 1 started**

MAPS YEAR ONE

July 2020
Field work started

June 2021
Field work finished

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

Population 15+: 43 099 703

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

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 & Backchecks

Household Substitutions

Overall Substitution rate **12%**

Substitutions required due to:

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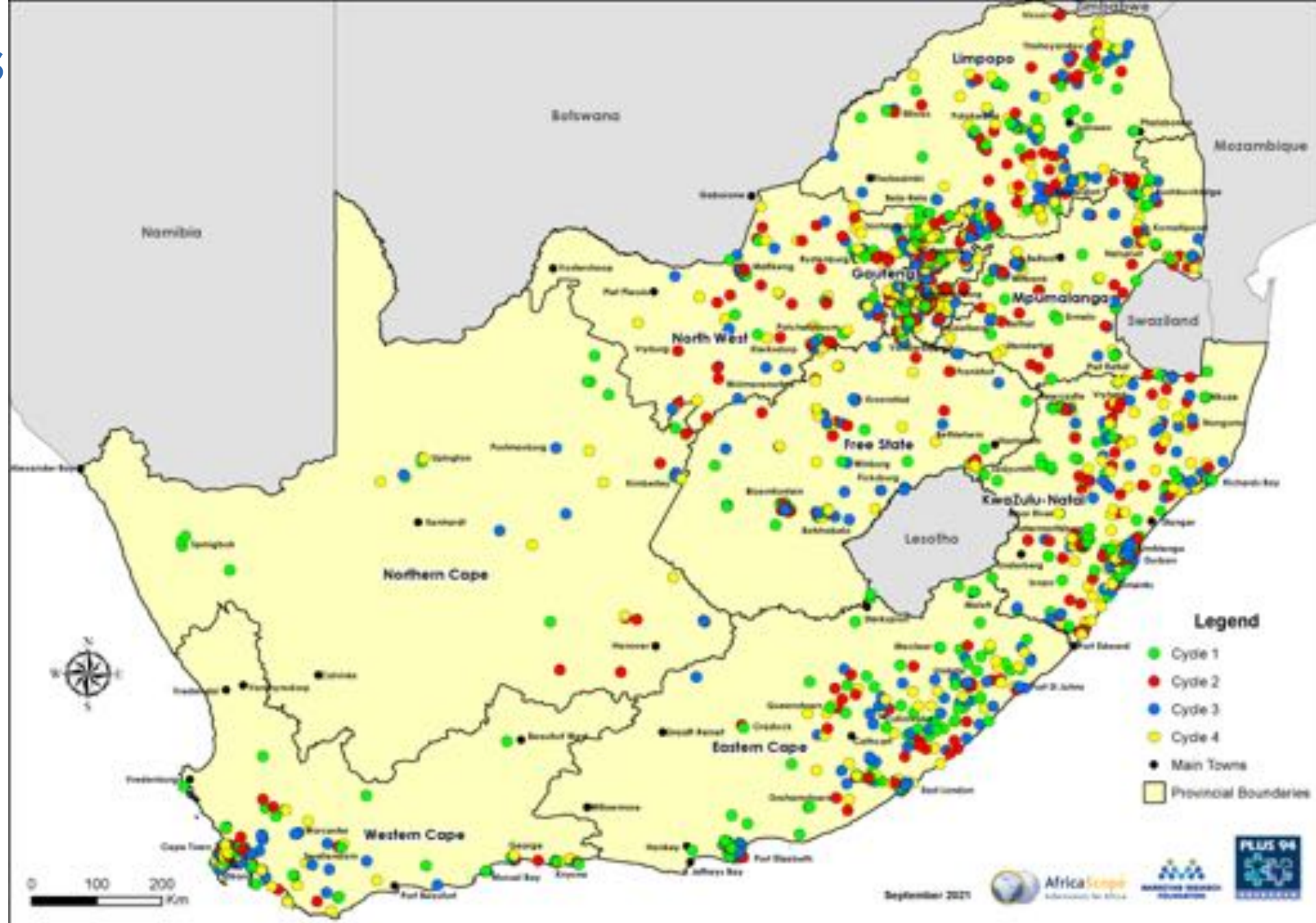- EA inaccessible
- No residents in EA

Backchecks

25% MAPS

15% Industry

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Dwellings Visited

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

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

Population 15+: 43 099 703
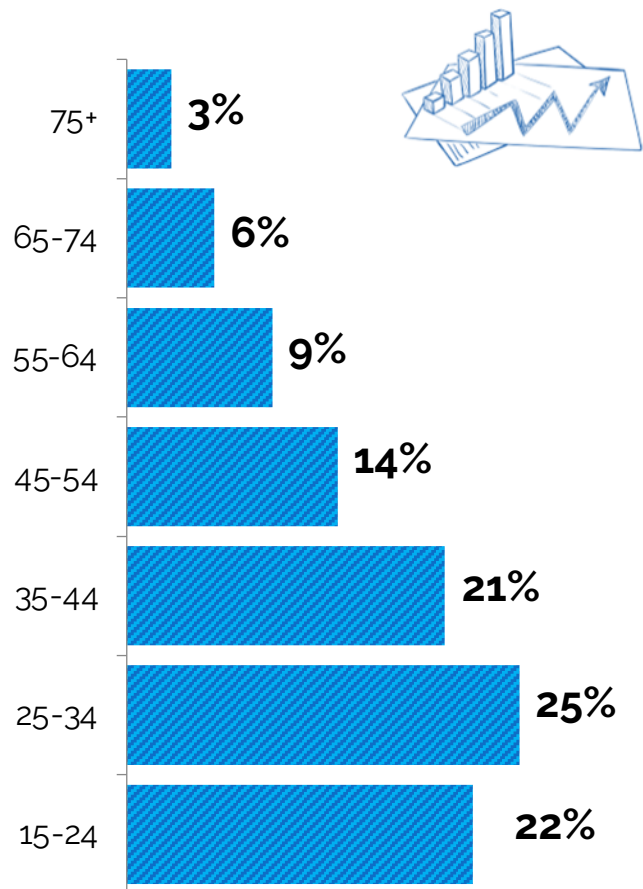
SAMPLE REPRESENTATIVENESS

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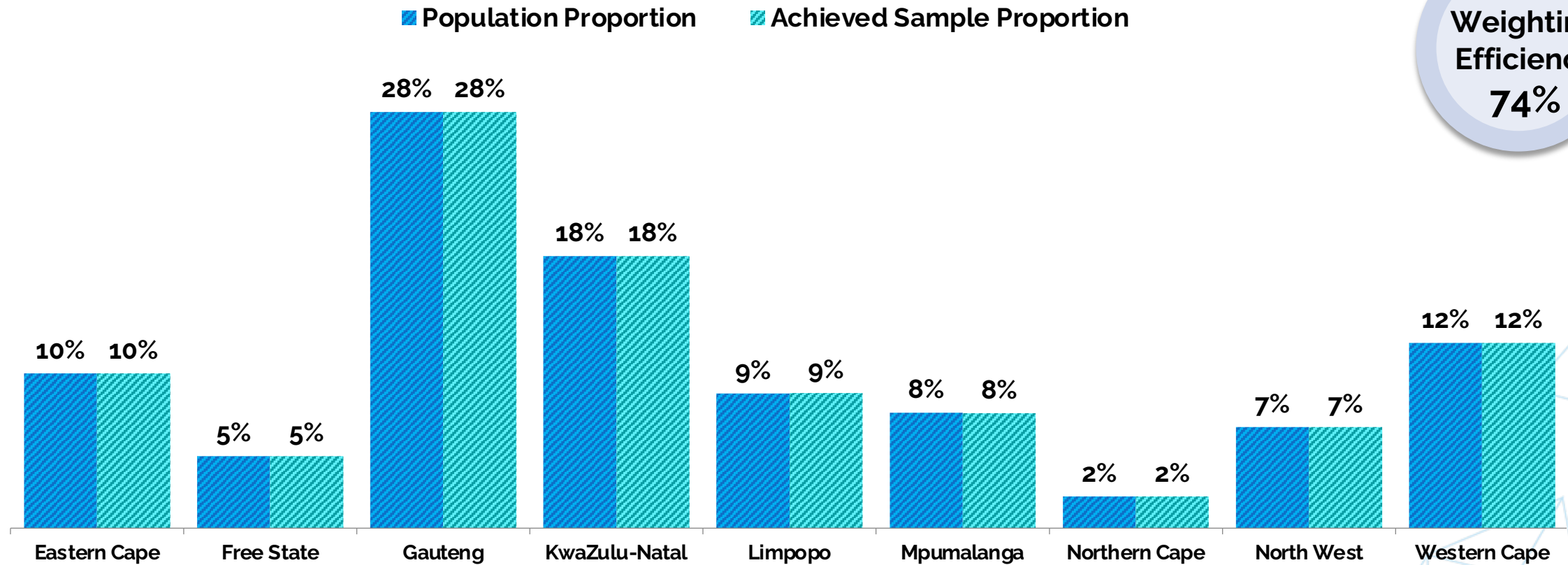
Weighting is a process by which data is adjusted to be characteristic of the population profile. The amount of correction needed to match the population profile is measured inversely using the weighting efficiency score which ranges from 0 to 100%. A low efficiency score indicates a sample that poorly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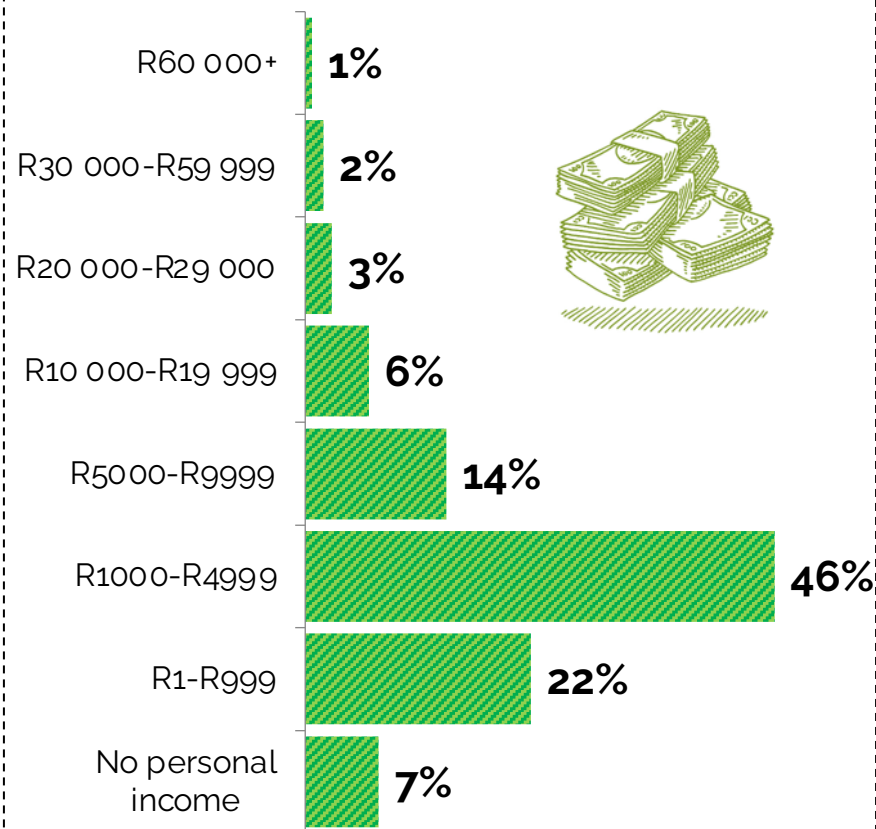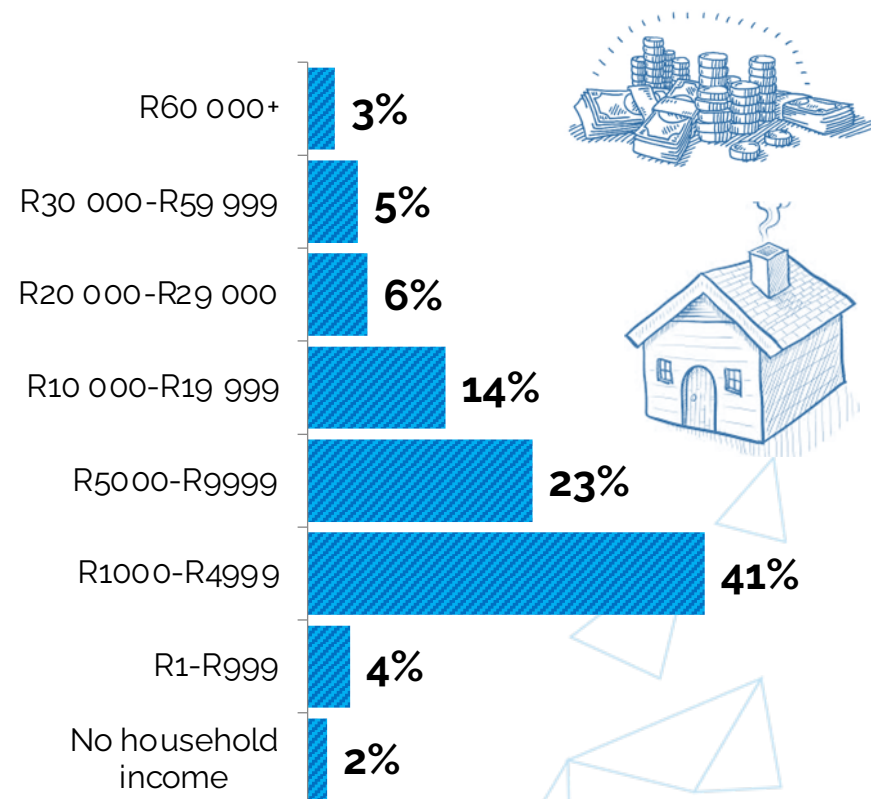
Demographic Profile

Age

Age	%
75+	3%
65-74	6%
55-64	9%
45-54	14%
35-44	21%
25-34	25%
15-24	22%

Average age of respondents is **38 years**

Personal Income

Income	%
R60 000+	1%
R30 000-R59 999	2%
R20 000-R29 000	3%
R10 000-R19 999	6%
R5000-R9999	14%
R1000-R4999	46%
R1-R999	22%
No personal income	7%

Average personal income: **R4 815**

Household Income

Income	%
R60 000+	3%
R30 000-R59 999	5%
R20 000-R29 000	6%
R10 000-R19 999	14%
R5000-R9999	23%
R1000-R4999	41%
R1-R999	4%
No household income	2%

Average household income: **R10 925**

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

Population 15+: 43 099 703