MARKETING RESEARCH FOUNDATION

MAPS DATA OVERVIEW:

CYCLE 1

PLUS 94 RESEARCH

Important Definitions

Wave

There are two waves in a year, Wave 1 and Wave 2. Each wave is made up of a period of 6 successive calendar months. The first wave of 2020 will run from July to December. Two waves will yield an annual sample of 20 004.

Cycle

A cycle is a continuous period of 3 months. The first cycle ran from July to September.

Dip

A dip is a monthly survey of 1667 by 12 equals 20004 interviews. 3 dips make a cycle of 5001 interviews, and 2 cycles make a Wave of 10002 interviews.

Data Disclaimer

This was the first cycle conducted of MAPS fieldwork and a sample of 5 016 face-to-face interviews was achieved. However, it needs to be cautioned that this sample is relatively small, and a greater statistical significance will be achieved after the conclusion of wave one. Consequently, in-depth analyses, including segmentation, will only be conducted at the end of wave 1.

The implementation of a national lockdown in response to COVID-19 affected the first cycle of the MAPS project. Under level 5, face-to-face interviews had to be halted and could only continue once the hard lockdown was lifted. As a result, the data collected during cycle 1 need to be prefaced with the fact that it was gathered under the environment of COVID-19.

Caution: Results are based on a respondent base of only 5016

Data Disclaimer

This could have impacted the insights in the following sections:

Media Consumption

- Newspapers
- Magazines
- Television
- Radio

Activities Outside the Home

- Transport
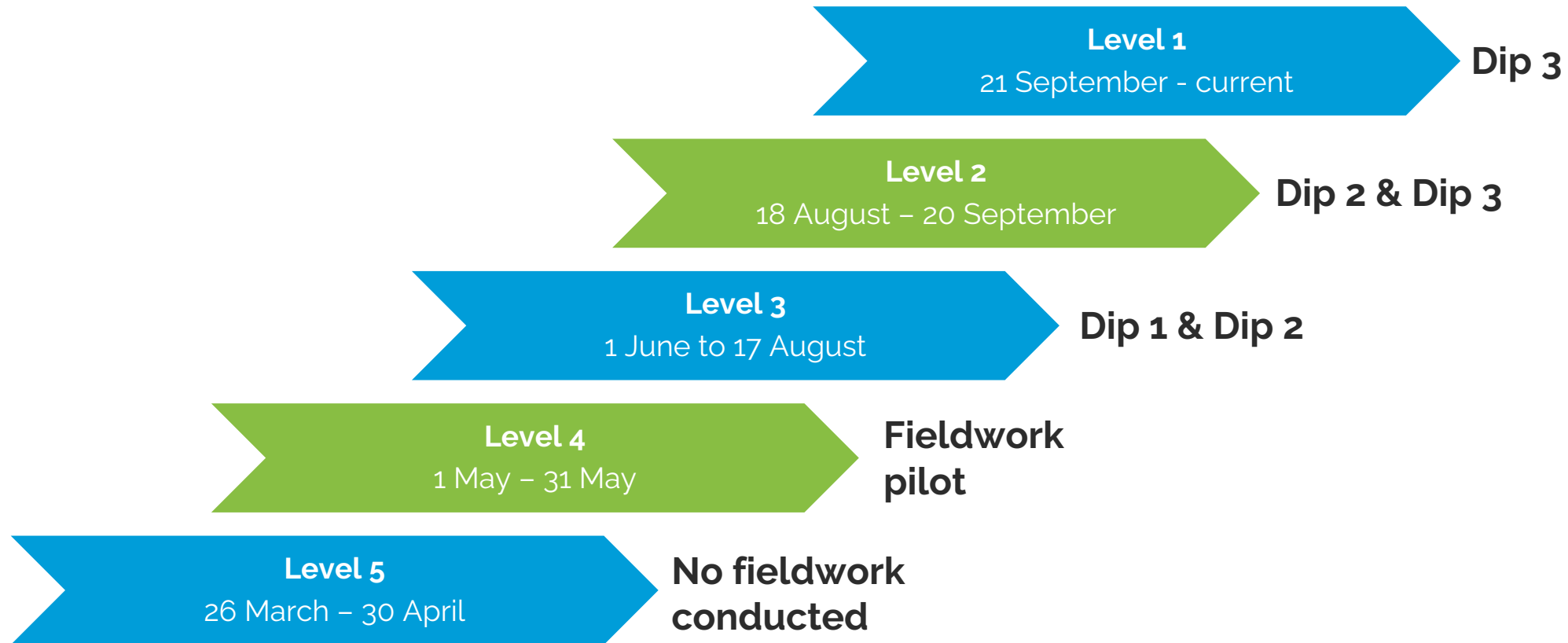- Mall and Cinema visits

Household and Personal Income

Retail Purchases

- Groceries
- Toiletries
- Liquor
- Cosmetics

COVID-19 Timeline

Level 1
21 September - current

Dip 3

Level 2
18 August – 20 September

Dip 2 & Dip 3

Level 3
1 June to 17 August

Dip 1 & Dip 2

Level 4
1 May – 31 May

Fieldwork pilot

Level 5
26 March – 30 April

No fieldwork conducted

Caution: Results are based on a respondent base of only 5016

Sampling Design

In each dip, 209 Enumeration Areas (EAs) that were scientifically chosen to represent the population were visited. In each EA, 8 interviews were conducted at preidentified points. This resulted in a total of 1672 interviews being conducted in each dip, totalling 5016 interviews in cycle 1.

Caution: Results are based on a respondent base of only 5016

Weighting

According to sampling theory, the weights must be calculated in order to

(i)   compensate for when the design which deviates from a simple random sample through replacement of initially sampled EAs and households and

(ii)   (ii) represent the population (aged 15+ years according to the StatsSA 2018 mid-year estimates).

The calculation of the design weight therefore takes all three sampling stages into account. The weight of an EA is given by the inverse of the selection probability of an EA to be selected. The household weight per EA is given by probability (change) that a household will be selected, given the EA is selected. The respondent weight is linked to the average number of persons aged 15 years and older in the selected households.

A product of the above three weights becomes the weight that is assigned per each respondent.

Caution: Results are based on a respondent base of only 5016

Research Universe & Methodology

Universe:

Age:	**15 years and older**
Gender	**Males and females**
Race:	**All racial groups**
Area:	**National, all 9 provinces**
Target:	**5001**
Achieved sample:	**5016**

Two research instruments were used for the MAPS study and these were the face-to-face questionnaire and the leave behind questionnaire. On average, the face-to-face interview took between 45 and 60 minutes to complete.
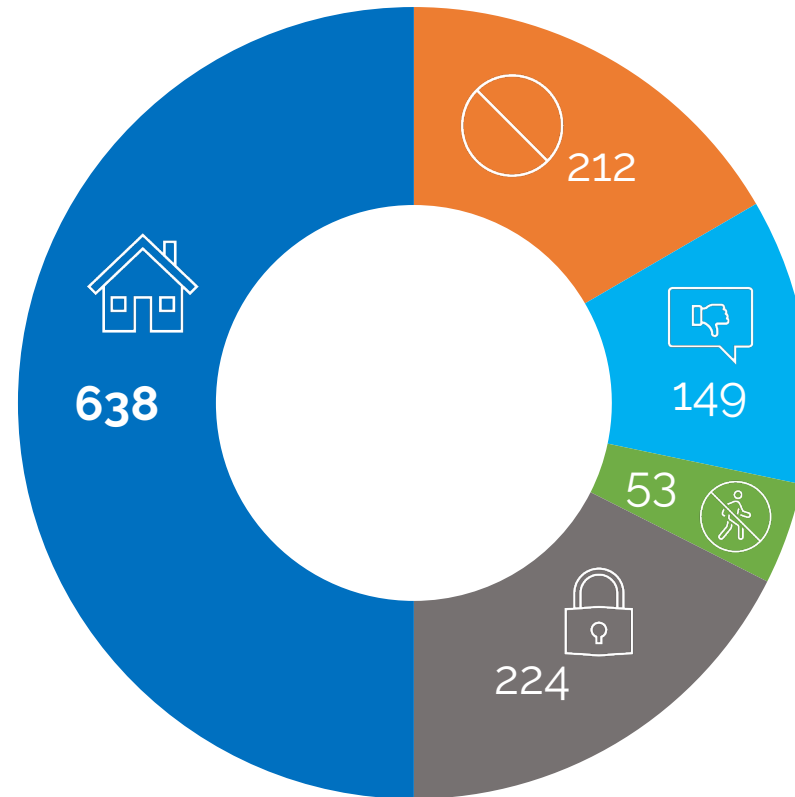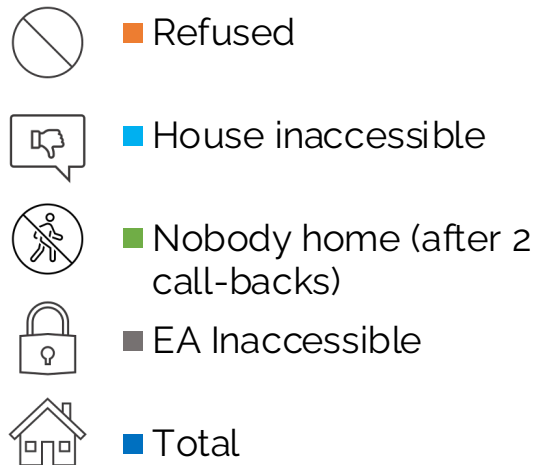
Type of research:	**Quantitative**
Interviewing method:	**Tablet-Assisted Personal Interviewing (TAPI)**

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SUBSTITUTIONS
& BACKCHECKS

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Substitutions & Backchecks

Substitution Rate

- 🚫 Refused
- 🟦 House inaccessible
- 🟩 Nobody home (after 2 call-backs)
- 🔒 EA Inaccessible
- 🏠 Total

The overall household substitution rate for cycle 1 was **13%**

212
149
53
224
638

Backchecks

Throughout the course of cycle 1 fieldwork, 17% of each interviewer's work was backchecked in order to verify the quality and legitimacy of key data collected for the MAPS study. A total of 891 respondents confirmed that the interviews had taken place and the information provided was correct.

DEMOGRAPHICS

Demographic Profile (1/7)

n = 42 573 115

Area Distribution

Rural 18%

Urban 27%

Metro 55%
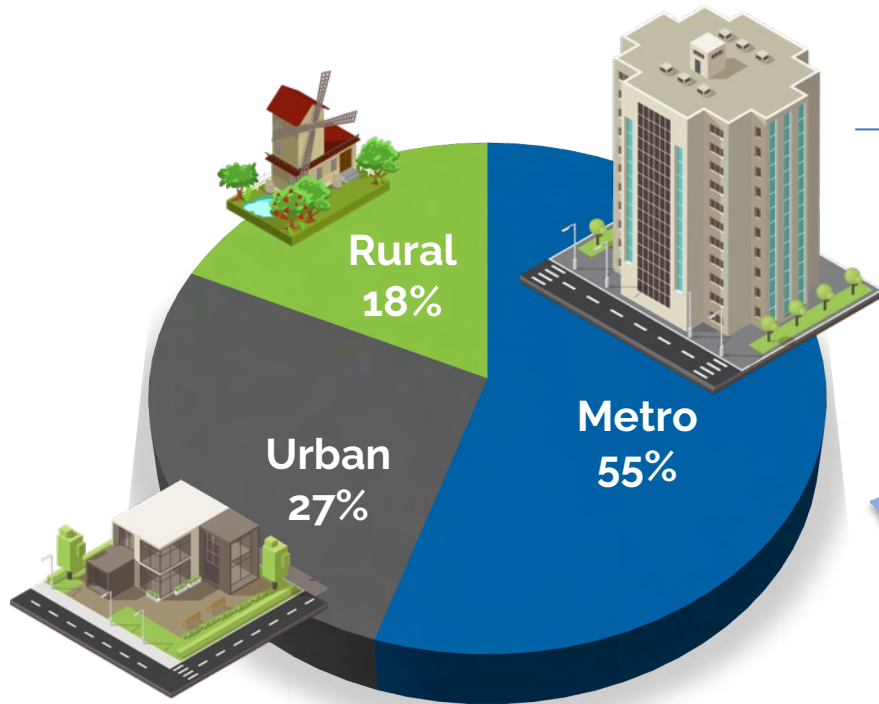
Provincial Distribution

Province	Value
Limpopo	10%
North West	7%
Gauteng	28%
Mpumalanga	8%
Free State	5%
Kwa Zulu Natal	18%
Northern Cape	2%
Western Cape	12%
Eastern Cape	11%

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Caution: Results are based on a respondent base of only 5016

Demographic Profile (2/7)

Age

Age	
75+	3%
65-74	6%
55-64	10%
45-54	13%
35-44	20%
25-34	26%
15-24	23%

0%   20%   40%
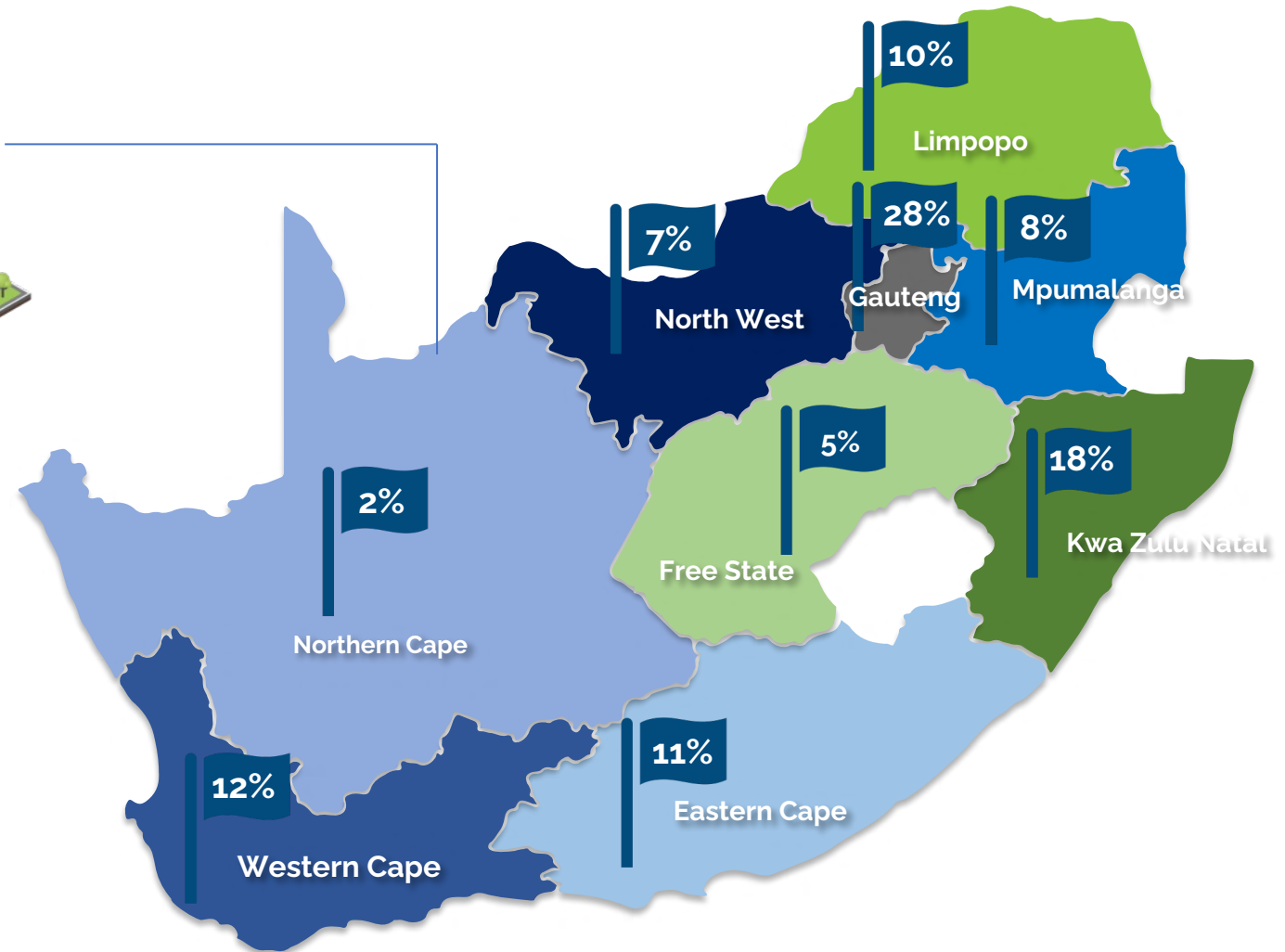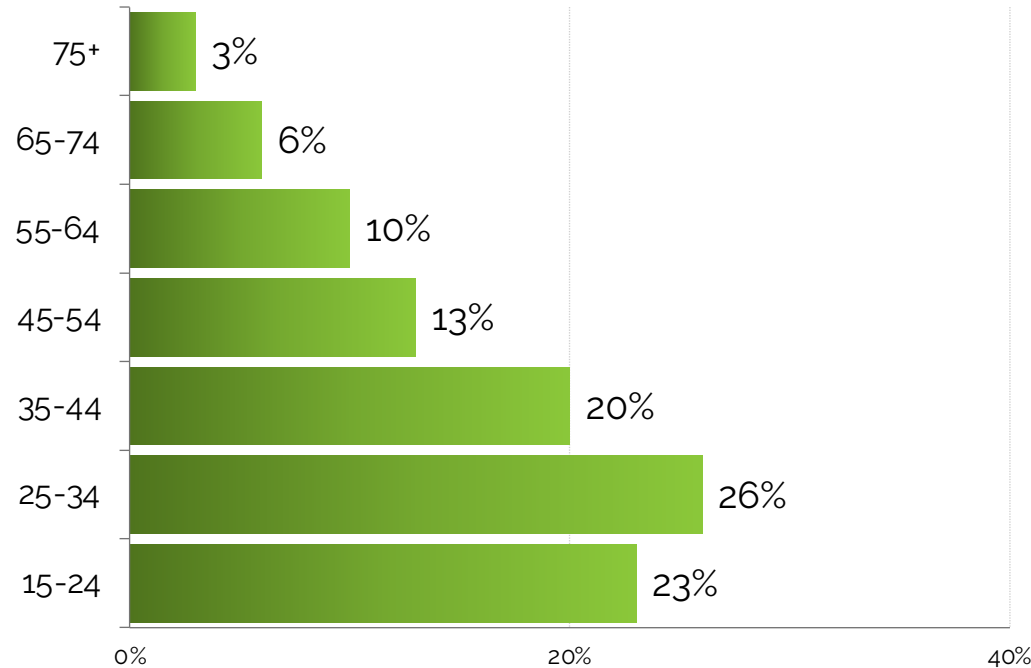
Average age of respondents is 35 years

StatsSA Age Distribution

Age	
75+	3%
65-74	6%
55-64	9%
45-54	13%
35-44	20%
25-34	26%
15-24	23%

0%   20%   40%

http://www.statssa.gov.za/publications/P0302/P03022020.pdf

Caution: Results are based on a respondent base of only 5016
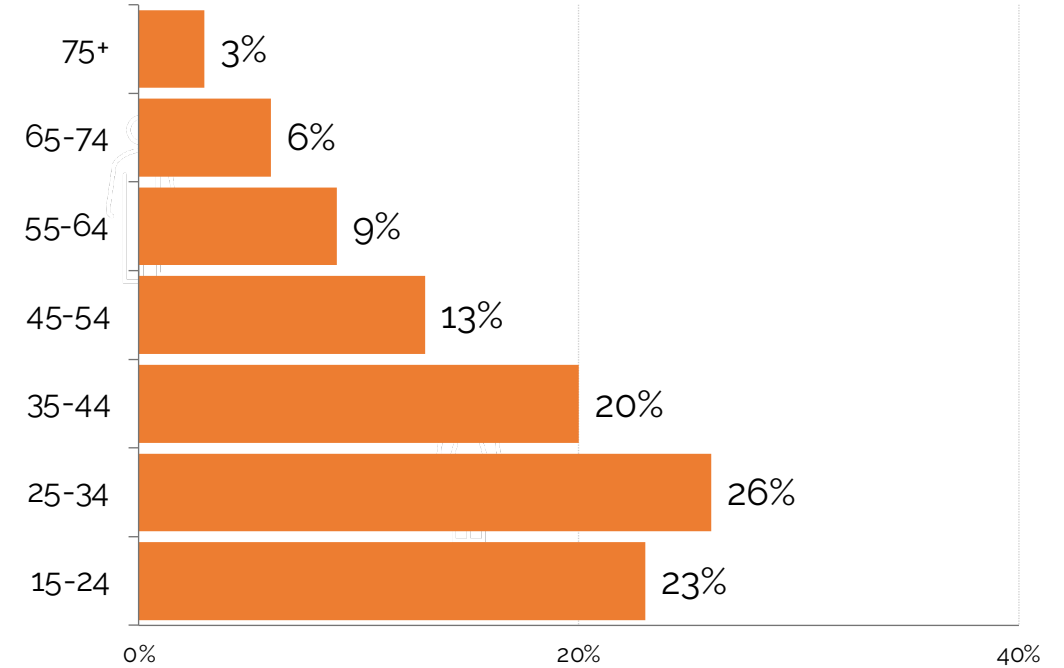
Demographic Profile (3/7)

n = 42 573 115

Gender

48%

52%
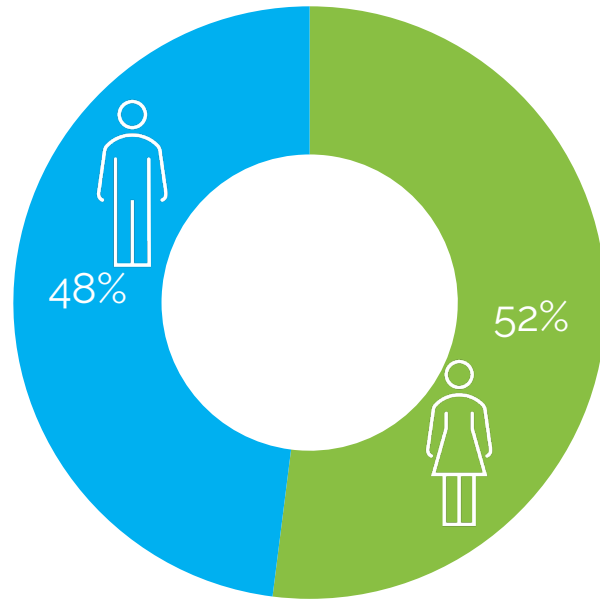
StatsSA Gender Distribution

Male — 48%

Female — 52%

0%   20%   40%   60%

http://www.statssa.gov.za/publications/P0302/P03022020.pdf

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Caution: Results are based on a respondent base of only 5016

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Demographic Profile (4/7)

Personal Income

Category	Value
R60 000+	1%
R30 000-R59 999	1%
R20 000-R29 999	2%
R10 000-R19 999	6%
R5000-R9999	13%
R1000-R4999	37%
R1-R999	17%
No personal income	6%
Refused	18%

Household Income

Category	Value
R100 000+	0%
R60 000-R99 999	1%
R30 000-R59 999	4%
R20 000-R29 999	4%
R10 000-R19 999	9%
R5000-R9999	18%
R1000-R4999	27%
R1-R999	5%
No personal income	4%
Refused	28%

Caution: Results are based on a respondent base of only 5016

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Demographic Profile (5/7)

n = 42 573 115

Language

Afrikaans	9%
English	20%
Setswana	7%
Zulu	25%
Xhosa	15%
Venda	3%
Tsonga	3%
South Sotho	7%
Swazi	2%
North Sotho/Pedi	9%
Shona	1%
Ndebele	1%
Other	1%

Race

Indian/Asian	3%
Coloured	10%
White	9%
Black	79%

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Caution: Results are based on a respondent base of only 5016

16
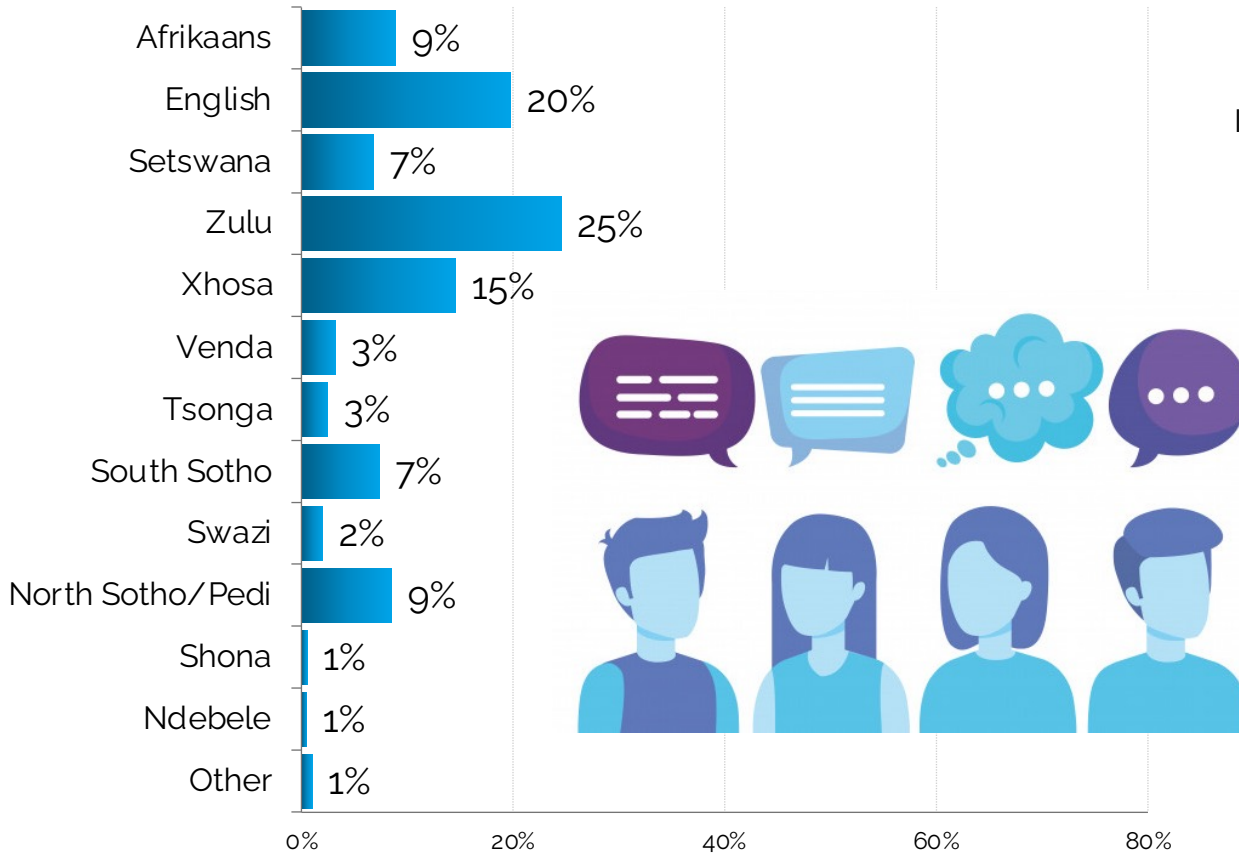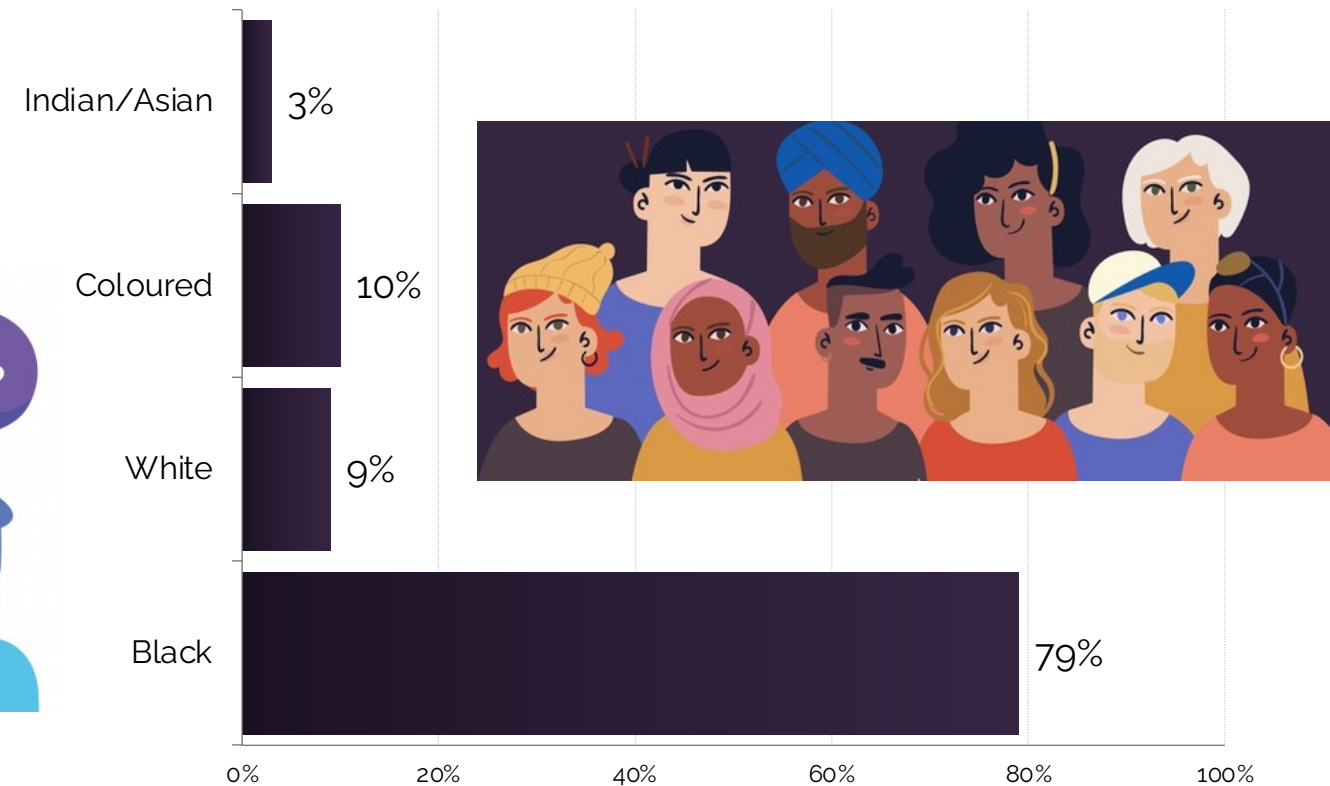
Demographic Profile (6/7)

Marital Status

- Separated — 1%
- Divorced — 2%
- Widowed — 4%
- Married or living together — 28%
- Single — 65%
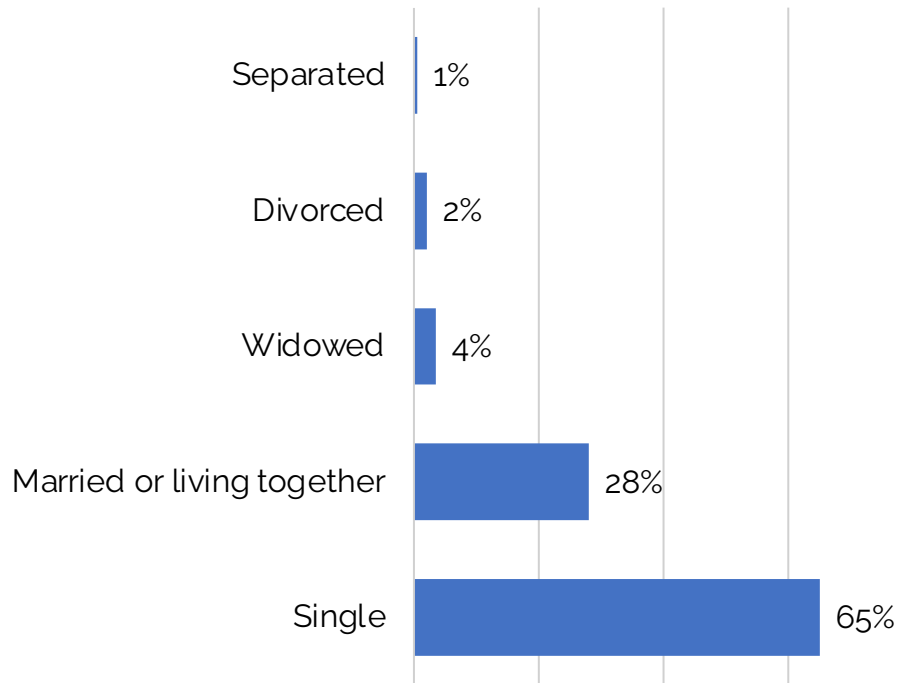
n = 42 573 115

Dependents (own children)

- 19-24 years — 22%
- 13-18 years — 29%
- 7-12 years — 38%
- 0-6 years — 56%
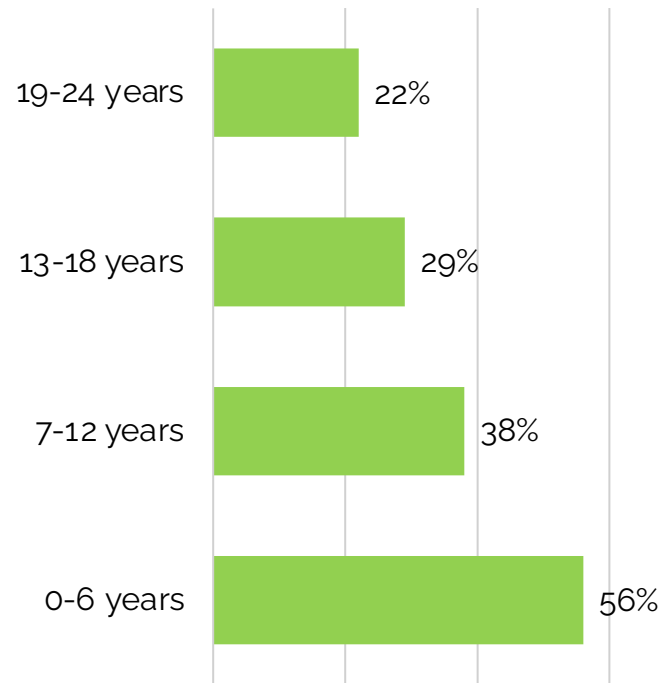
n = 24 474 055

Other dependents (not own children)

- 50+ years — 20%
- 35-49 years — 11%
- 25-34 years — 15%
- 19-24 years — 23%
- 13-18 years — 34%
- 7-12 years — 27%
- 0-6 years — 32%

n = 10 152 467

Caution: Results are based on a respondent base of only 5016
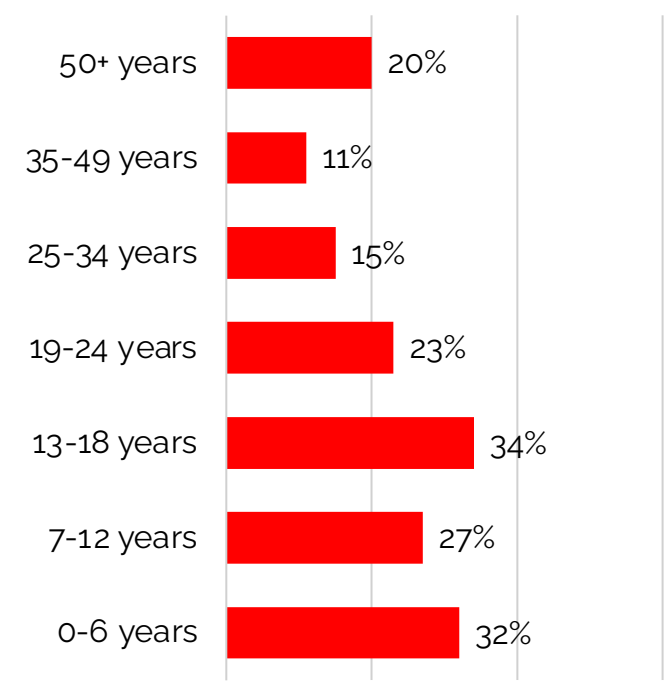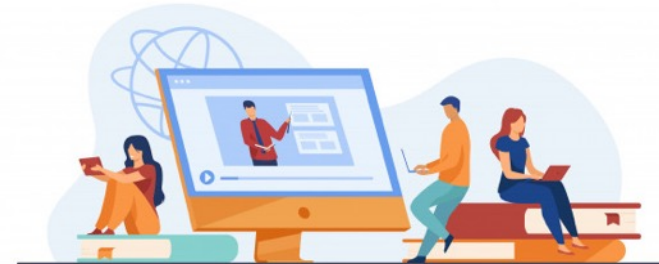
Highest Level of Education Achieved

Education Level	%
Post graduate degree	3%
Undergraduate degree	3%
Diploma	8%
Post Matric certificate	4%
Pre-Matric certificate	2%
Matric completed	34%
Some high school	34%
Primary school completed	6%
Some primary school	5%
No schooling	2%

Employment Status

Status	%
Unemployed	26%
Not working	9%
Retired	8%
A student	14%
A housewife/househusband	3%
Self-employed	9%
Working part-time	10%
Working full-time	21%

Caution: Results are based on a respondent base of only 5016

HOME
ACCESS TO BASIC AMENITIES

Access to basic amenities (1/3)

n = 42 573 115

Type of dwelling

Type	Percentage
Caravan	0%
Hotel/boarding house	0%
Hostel	0%
Compound	1%
Other	2%
Room in backyard	2%
Traditional hut	2%
Flat/apartment	6%
Squatter hut/shack	8%
RDP House	13%
House/cluster house/townhouse	67%

Caution: Results are based on a respondent base of only 5016
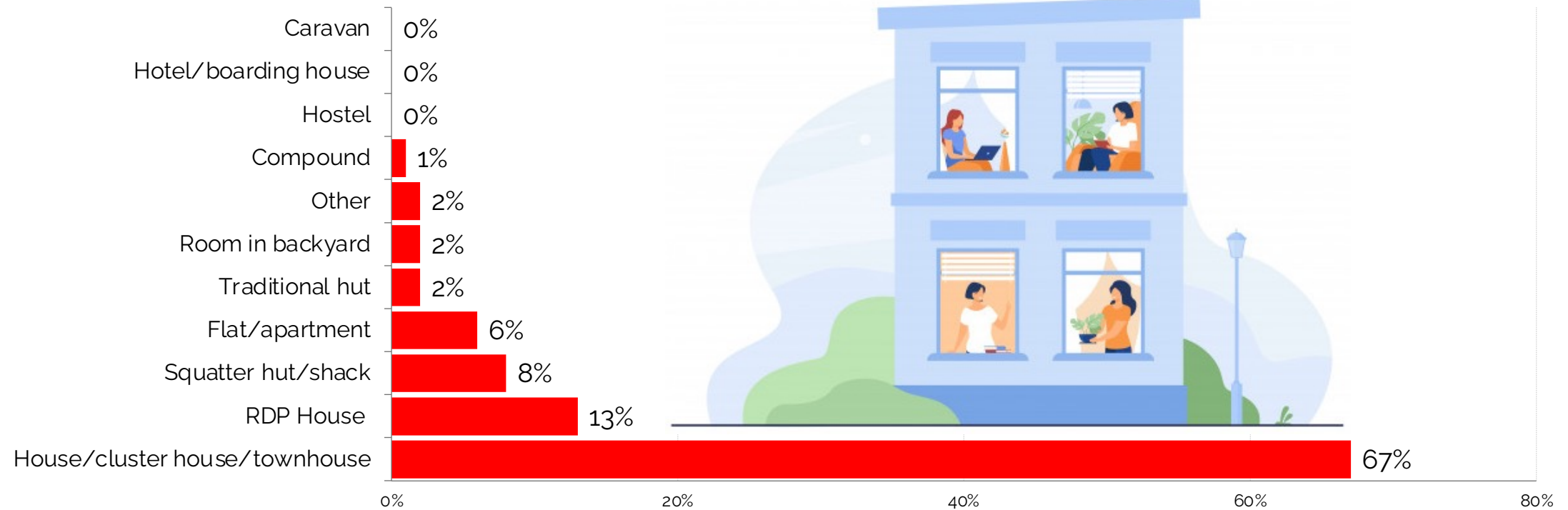
Access to basic amenities (2/3)

n = 42 573 115

Electricity in the home

4%

Yes **No**

96%

Water Laid

70%	
60%	64%
50%	
40%	
30%	
20%	22%
10%	9%
0%	5%

Tap water in house | Tap water on plot, not in house | Communal tap water, not on plot or in house | No access to tap water

Caution: Results are based on a respondent base of only 5016

21
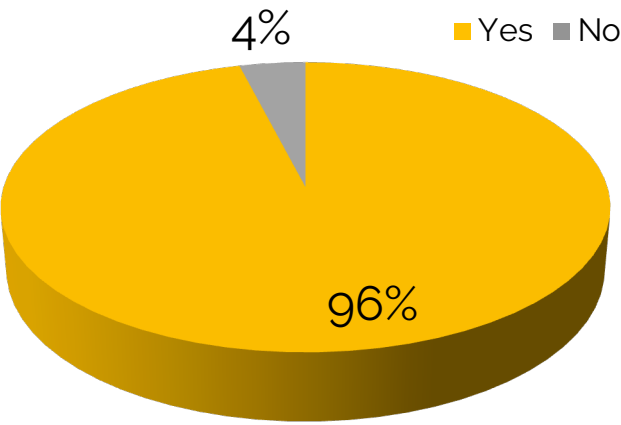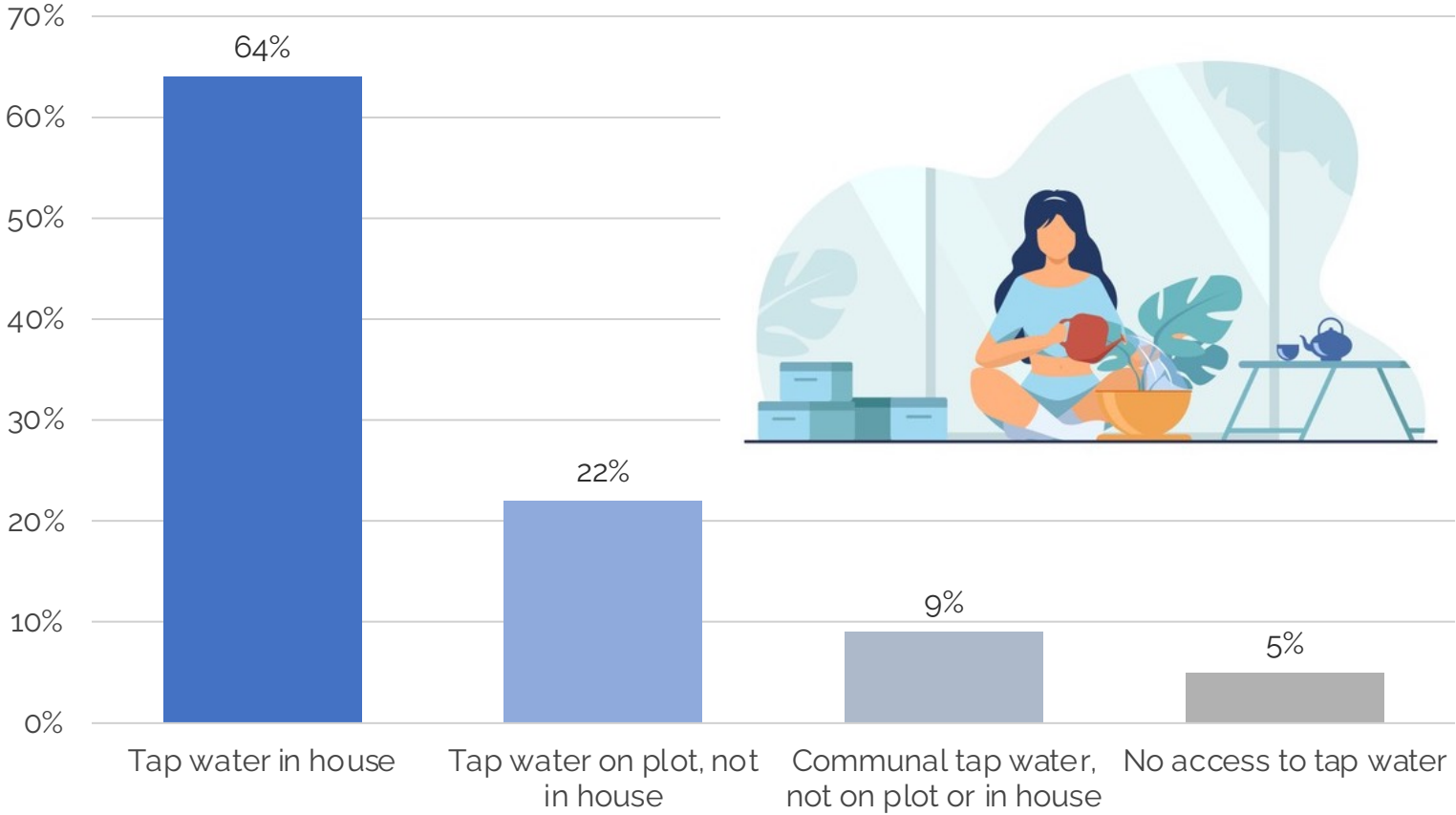
Access to basic amenities (3/3)

n = 42 573 115

Hot running water from a geyser

Pie chart:
- 34%
- 66%

■ Yes ■ No

Type of Toilet

Type	Percentage
Flush toilet - in house	57%
Flush toilet - outside house	25%
Communal portable flush toilet	23%
Non-flush toilet	5%
None	2%

Caution: Results are based on a respondent base of only 5016
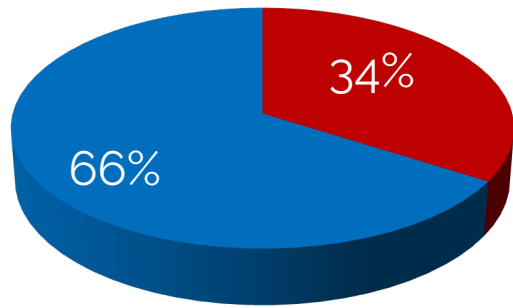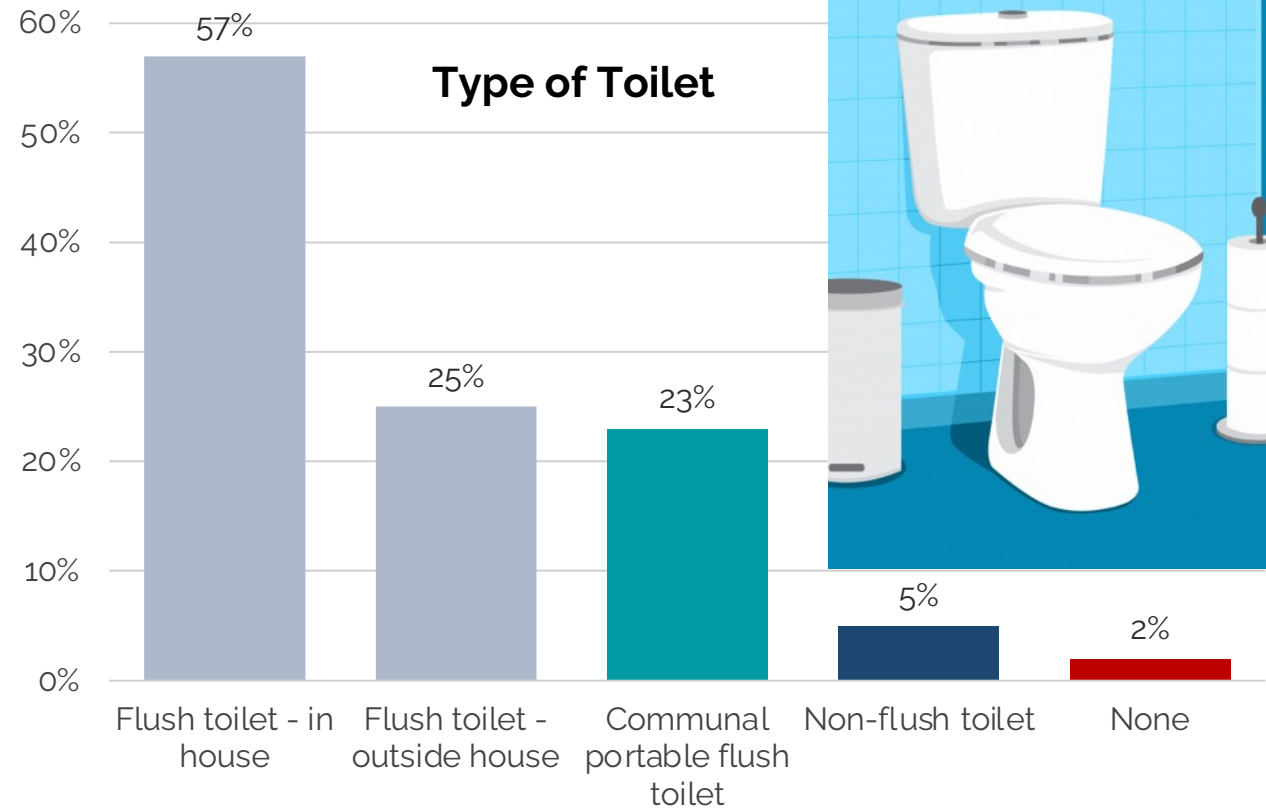
MEDIA

Total Audience

n = 42 573 115

Newspapers Past 3 months **51%**	**Magazines** Past 3 months **27%**	**Store Magazine** Past 3 months **23%**	**Television** Past 4 weeks **79%**
Cinema Past 6 months **5%**	**Radio** Past 4 weeks **77%**	**Outdoor Advertising** Past 4 weeks **61%**	**Social Media** Past 4 weeks **89%**
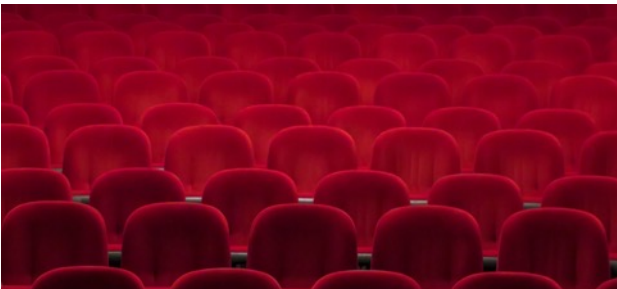
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Caution: Results are based on a respondent base of only 5016

Top Cellphone Brands Used

Brands of Cellphones Used

Brand	Percentage
Samsung	32%
Nokia	13%
Huawei	12%
Vodafone	3%
Apple iPhone	2%

Cell phone access: **97%**
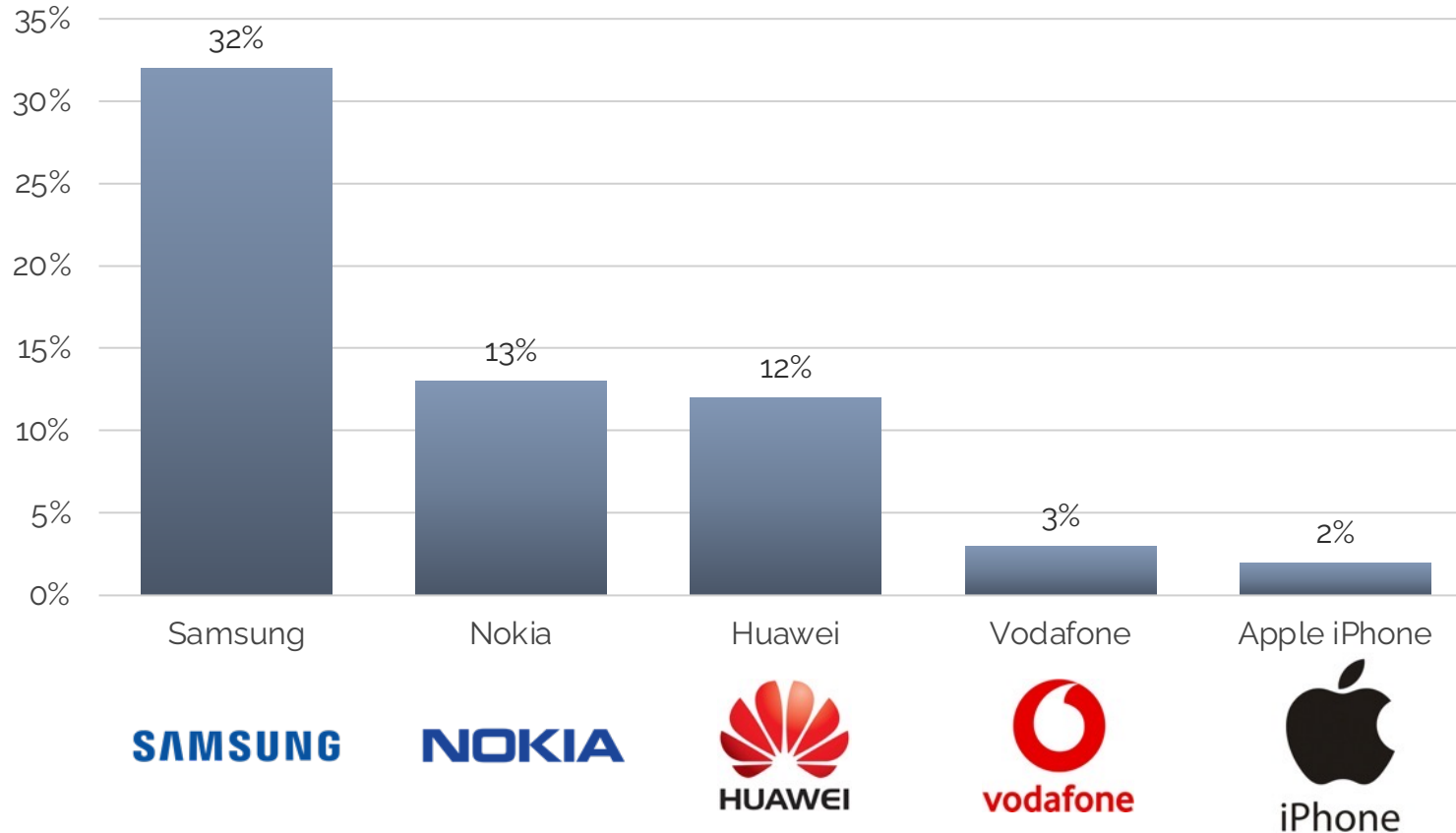
Average number of cell phones in household: **4**

Average number of cell phones used by an individual: **1**

Caution: Results are based on a respondent base of only 5016

Top 4 Cellular Networks

n = 40 305 773

What network primary cell phone is linked to?

	Vodacom	MTN	Cell C	Telkom Mobile
%	42%	33%	13%	11%

Caution: Results are based on a respondent base of only 5016
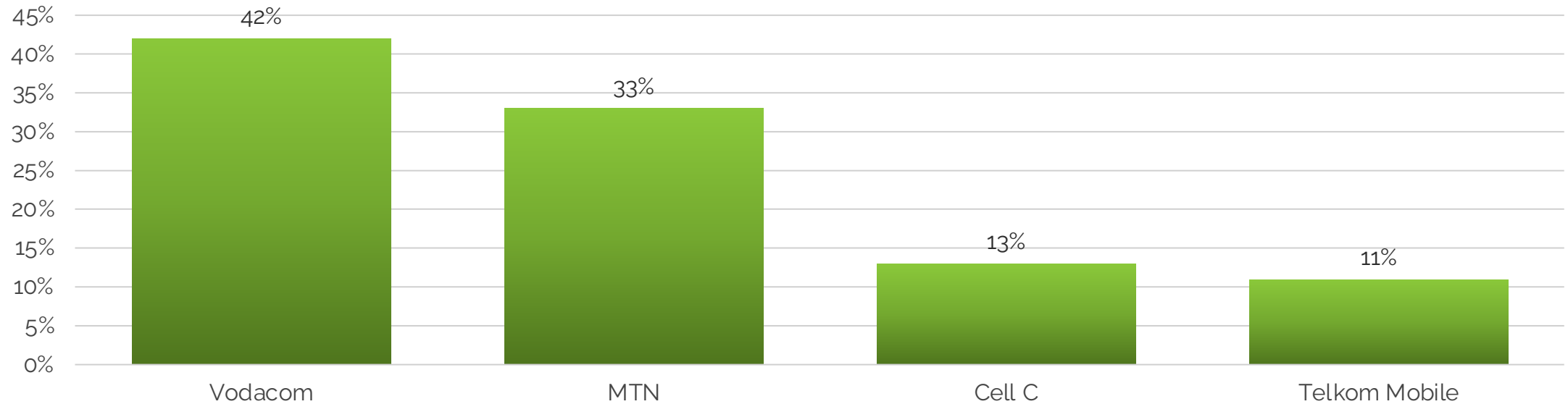
Top 5 Internet Activities

When last, apart from today, did you do any of these activities on the internet?

Internet activity	Yesterday	Past 7 days	Past 4 weeks	6 months ago	Longer than 6 months ago	Never
WhatsApp or instant messaging or chat	77%	9%	2%	3%	1%	8%
Use social media	76%	10%	3%	2%	1%	9%
Search for things on the internet (Google, Bing, Yahoo)	51%	22%	8%	6%	2%	12%
Make or receive calls using services (Skype, FaceTime, WhatsApp or Viber)	47%	13%	6%	5%	2%	8%
Email	32%	17%	8%	7%	4%	33%

Caution: Results are based on a respondent base of only 5016

Ententertainment in the Household

Which of the following, if any, do you personally own or have access to?

Category	Percentage
Computer games	12%
Car TV / car DVD player	7%
Handheld portable TV	4%
Digital camera	5%
Video camera	6%
Apple iPod	2%
MP3/ MP4/ Digital media player	8%
Portable DVD player	14%
Portable gaming device	4%
Gaming console	8%
Portable CD player	6%
Tablet	10%
eReader	2%
Digital Home Assistant	2%
None of these	63%
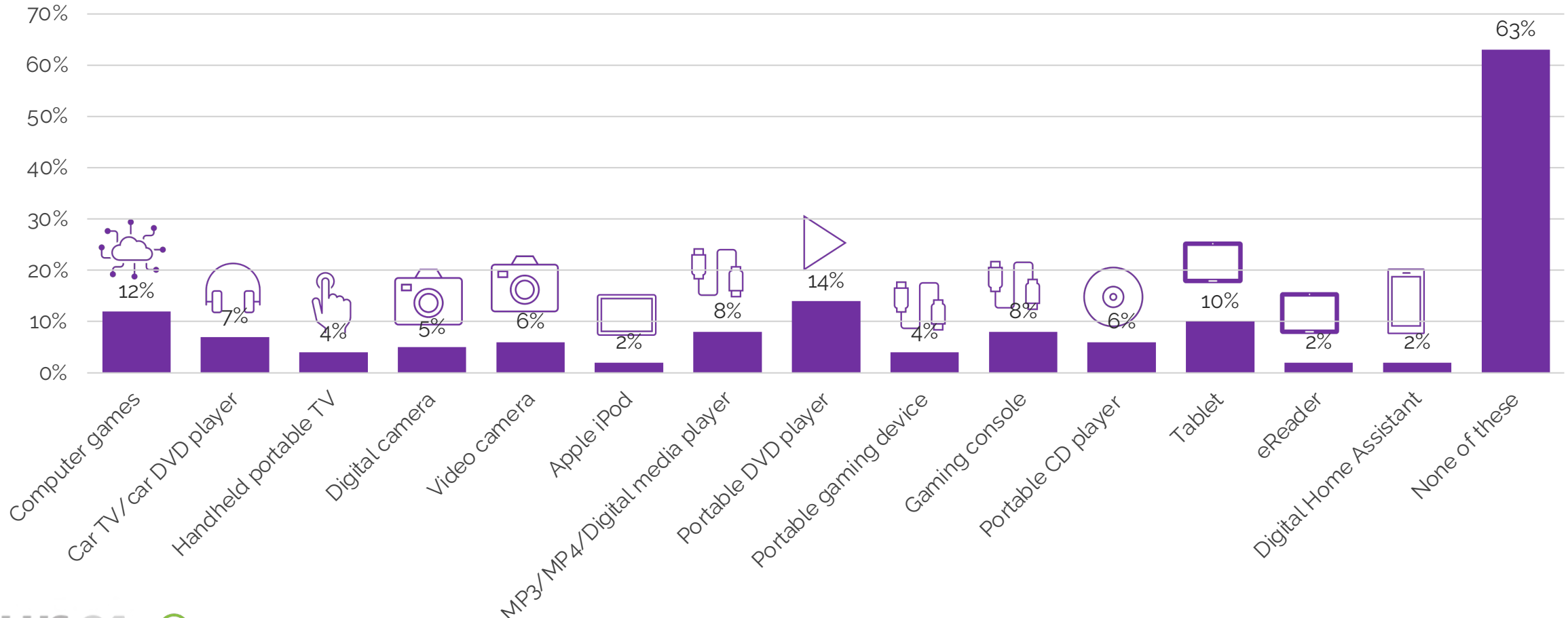
Access to Out of Home Advertising

n = 30 548 174

Primary Method of Transport Used
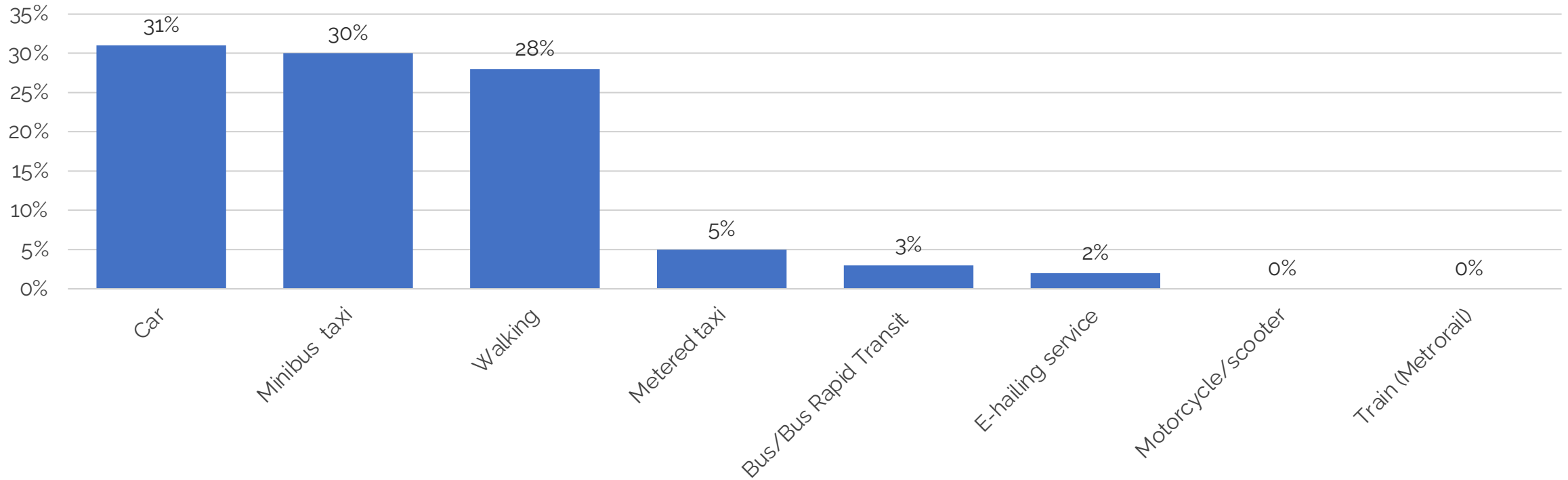
Transport Method	Percentage
Car	31%
Minibus taxi	30%
Walking	28%
Metered taxi	5%
Bus/Bus Rapid Transit	3%
E-hailing service	2%
Motorcycle/scooter	0%
Train (Metrorail)	0%

Most Viewed Advertising Signs

Past 4 weeks

Bus/BRT

Street poles or street name signage — 69%

Dustbins on the side of the road — 60%

Bus shelters — 63%

Digital billboards on the side of the road — 57%

Billboards on the side of the road — 73%

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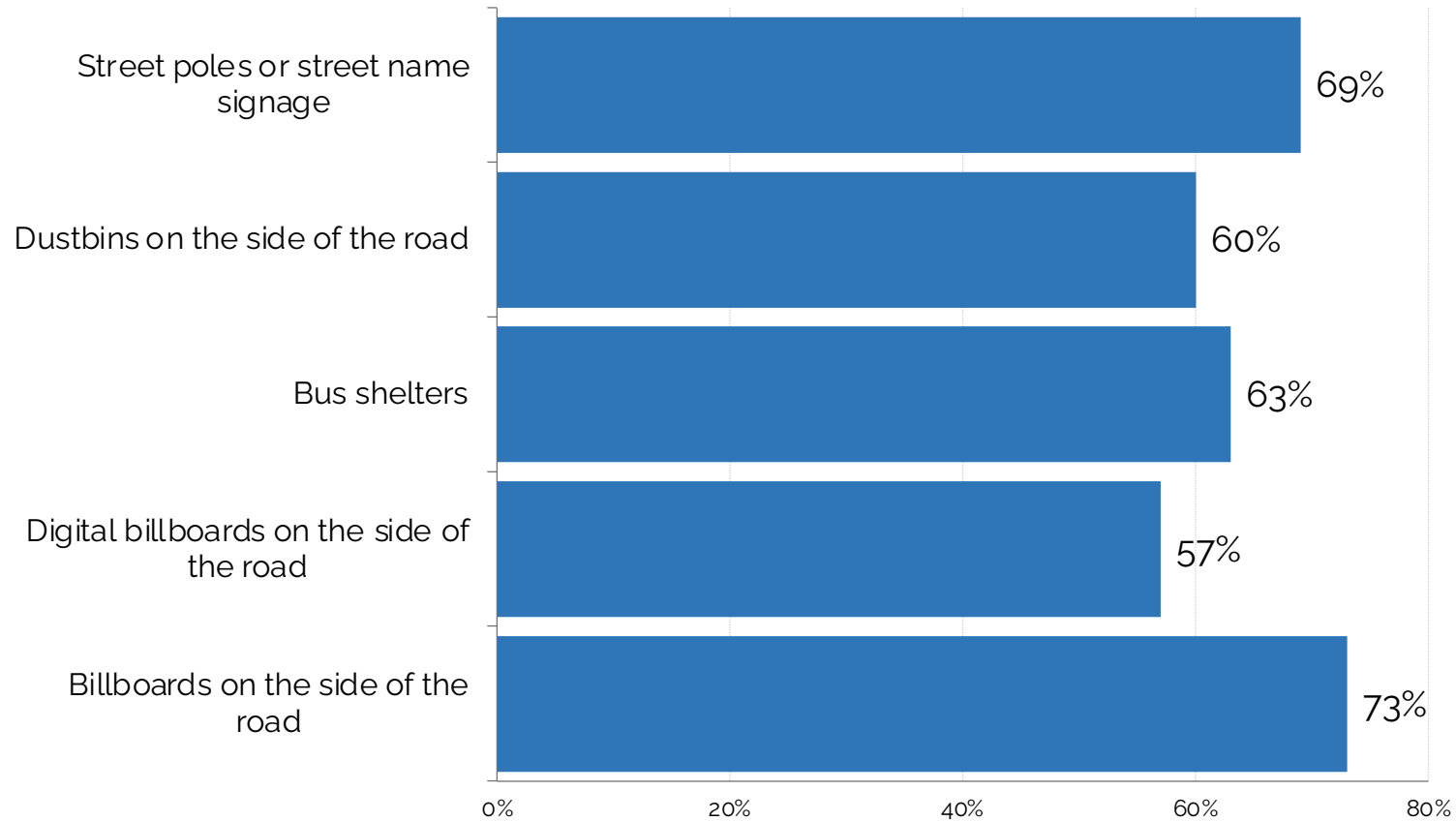
Most Viewed Advertising Signs

Past 4 weeks

n = 11 641 287

Car
E-Hailing Service
Metered Taxi
Scooter/motorcycle

Category	Percentage
Street poles or street name signage	63%
Dustbins on the side of the road	52%
Branding or advertising on the OUTSIDE of taxis and minibuses	43%
Digital billboards on the side of the road	47%
Billboards on the side of the road	71%

Caution: Results are based on a respondent base of only 5016
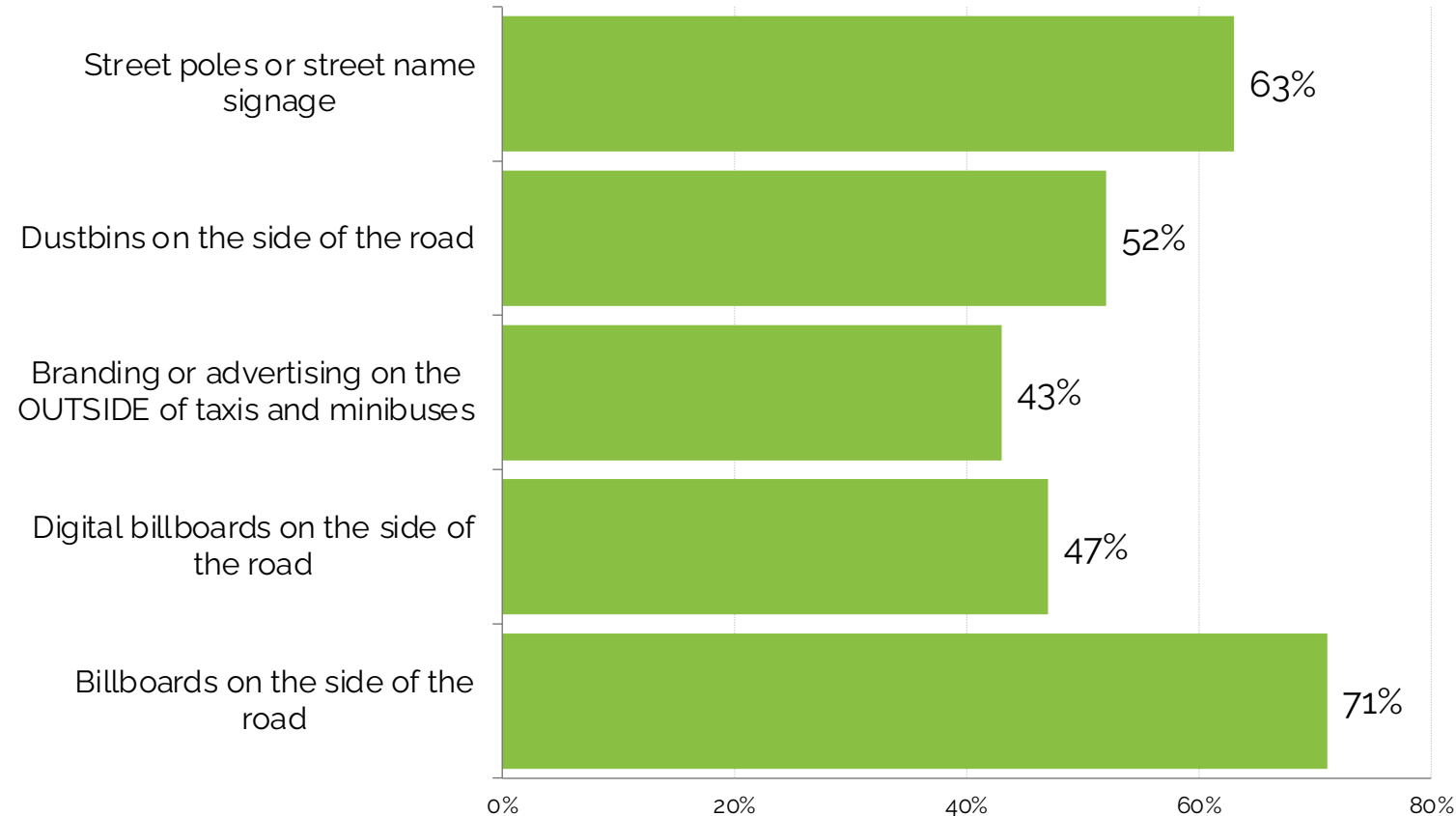
Most Viewed Advertising Signs

Past 4 weeks

n = 9 246 941

Minibus taxi

Sign	Percentage
Street poles or street name signage	67%
Dustbins on the side of the road	61%
Branding or advertising on the OUTSIDE of taxis and minibuses	59%
Billboards outside or inside taxi ranks	55%
Billboards on the side of the road	69%

0% 20% 40% 60% 80%

Caution: Results are based on a respondent base of only 5016
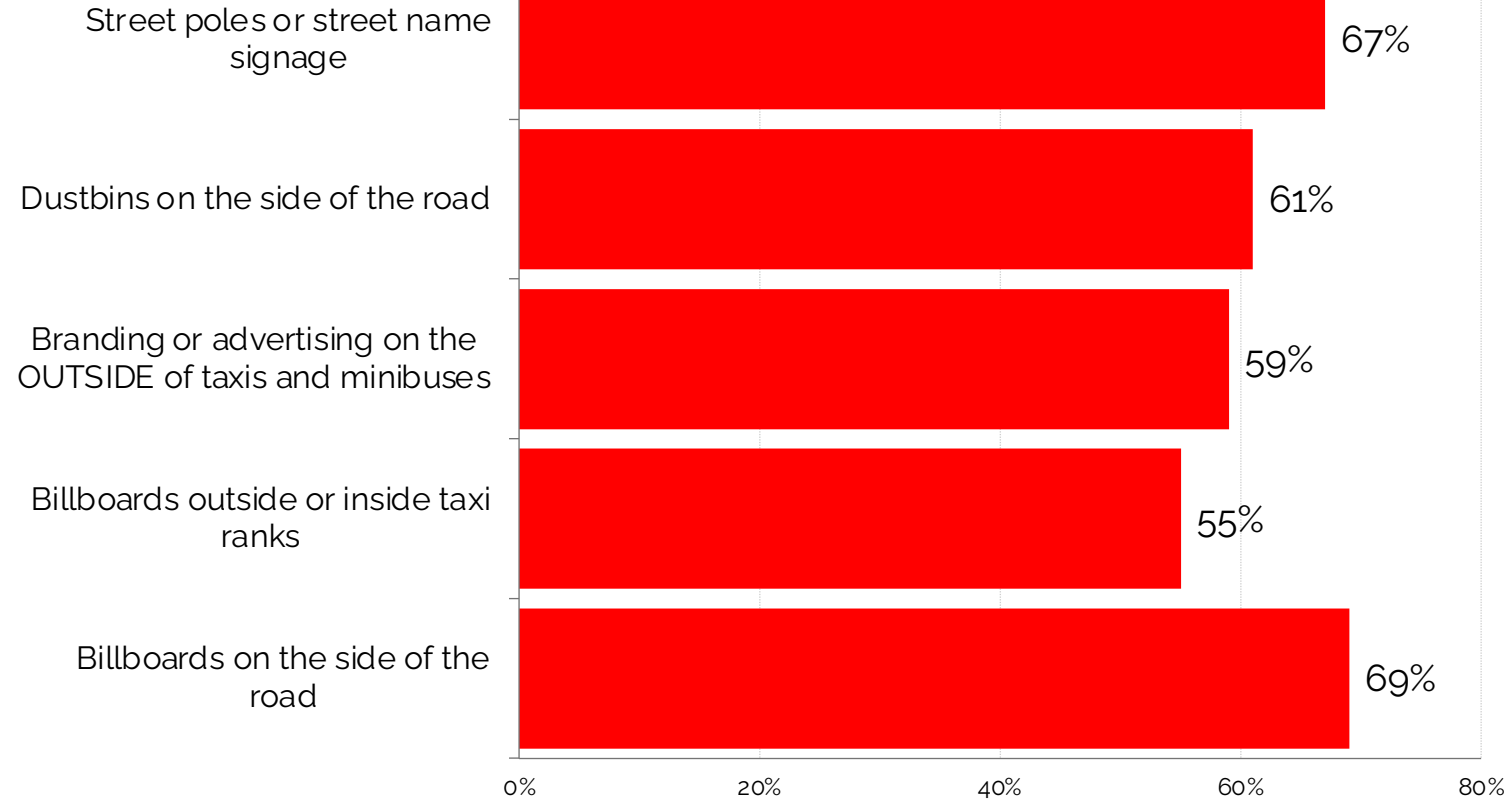
Most Viewed Advertising Signs

Past 4 weeks

n = 8 518 102

Walking

Horizontal bar chart:

- Street poles or street name signage — 48%
- Dustbins on the side of the road — 40%
- Branding or advertising on the OUTSIDE of taxis and minibuses — 36%
- Digital screens OUTSIDE or inside taxi ranks — 29%
- Billboards on the side of the road — 51%

X-axis: 0%, 20%, 40%, 60%, 80%
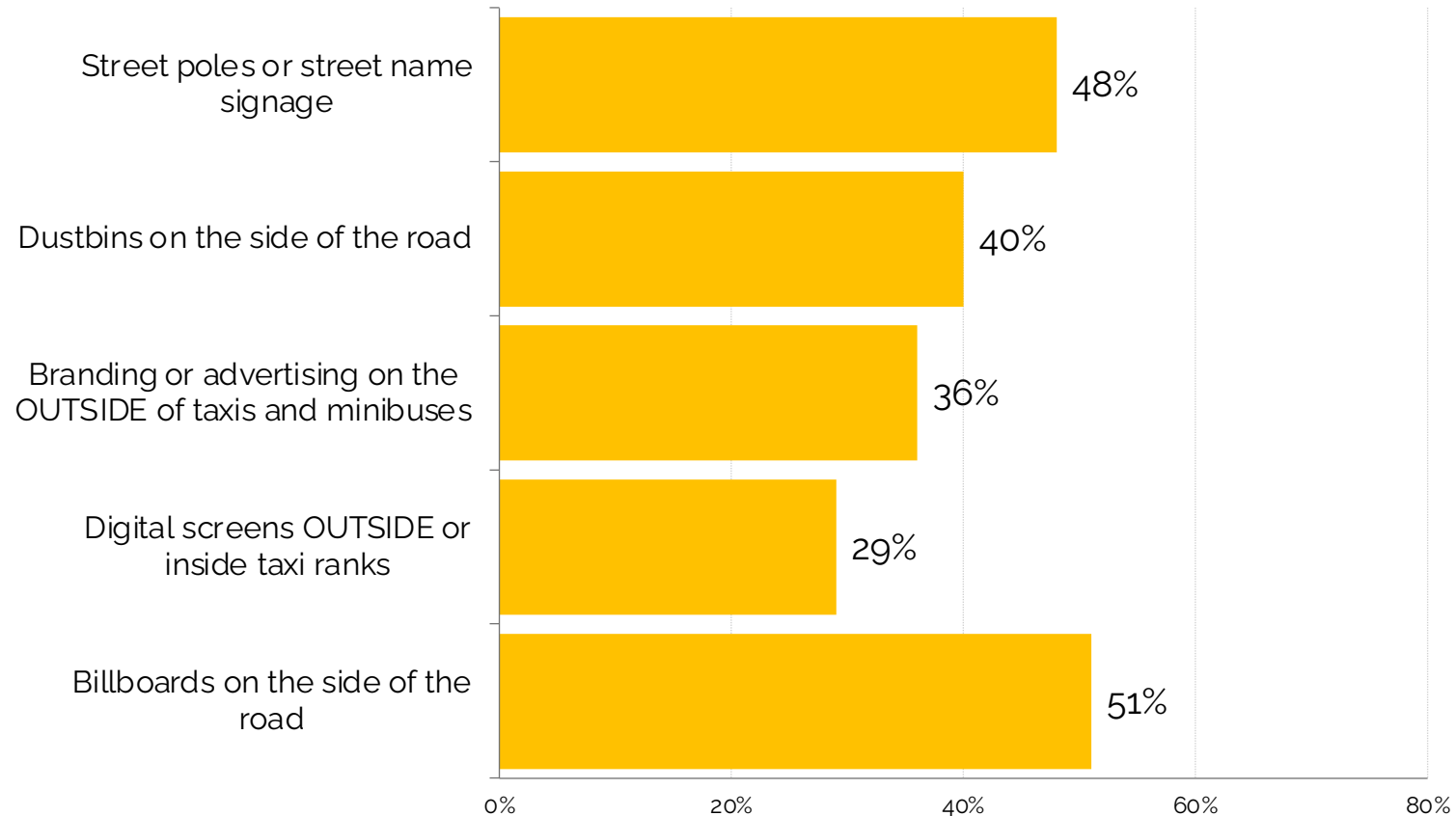
Top 10 Newspapers Read

Past 3 months

n = 21 650 002

Proportion of people that read either online or on paper

- Daily Sun: 30%
- Isolezwe: 15%
- Sowetan: 9%
- Ilanga: 5%
- The Herald: 5%
- Daily News: 4%
- Sunday Times: 4%
- Soccer Laduma: 4%
- The Citizen: 3%
- City Press: 3%
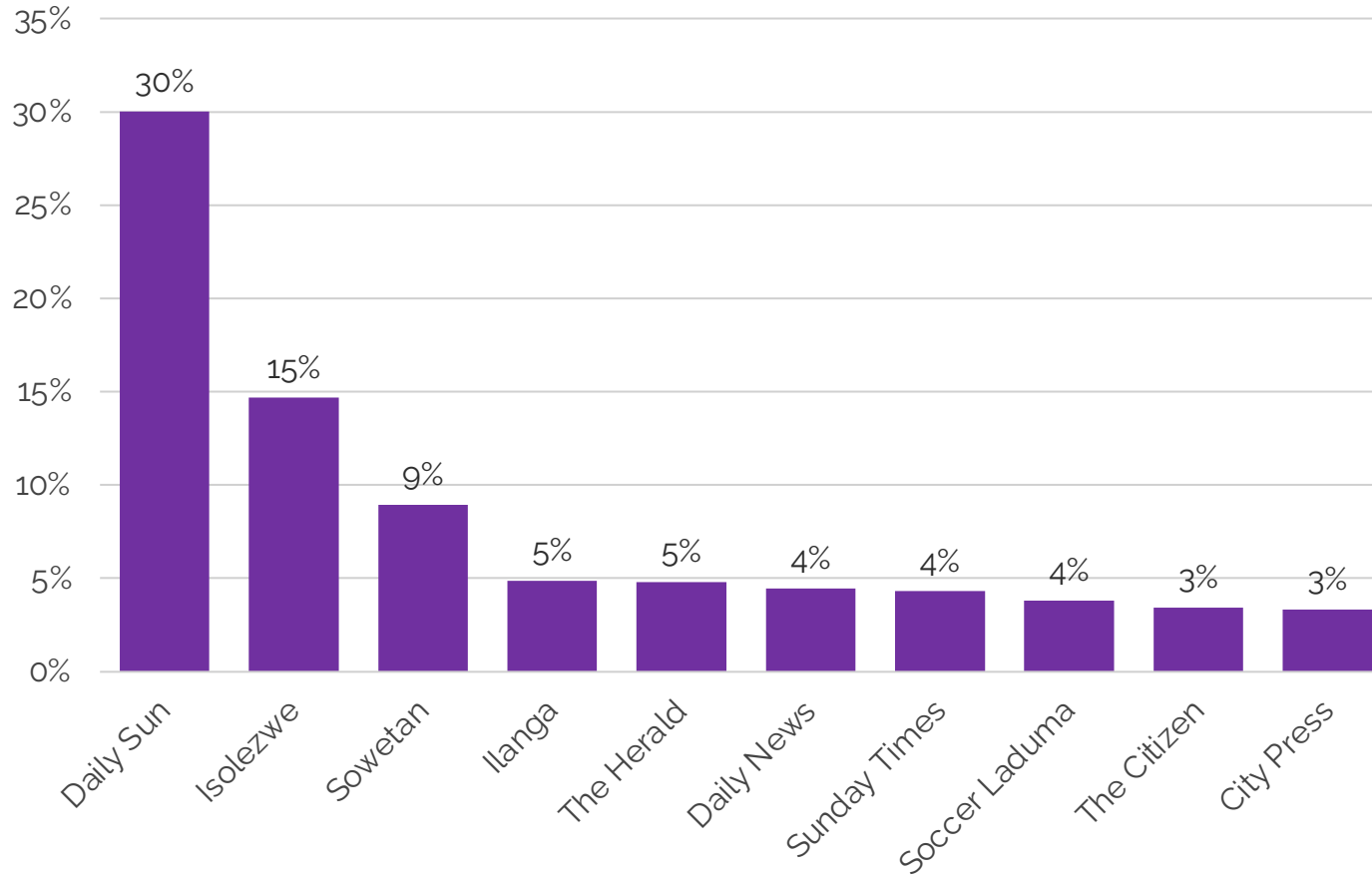
Platform used to read newspapers

- 79% On paper
- 18% On a cell phone
- On a computer (desktop/laptop)

Caution: Results are based on a respondent base of only 5016
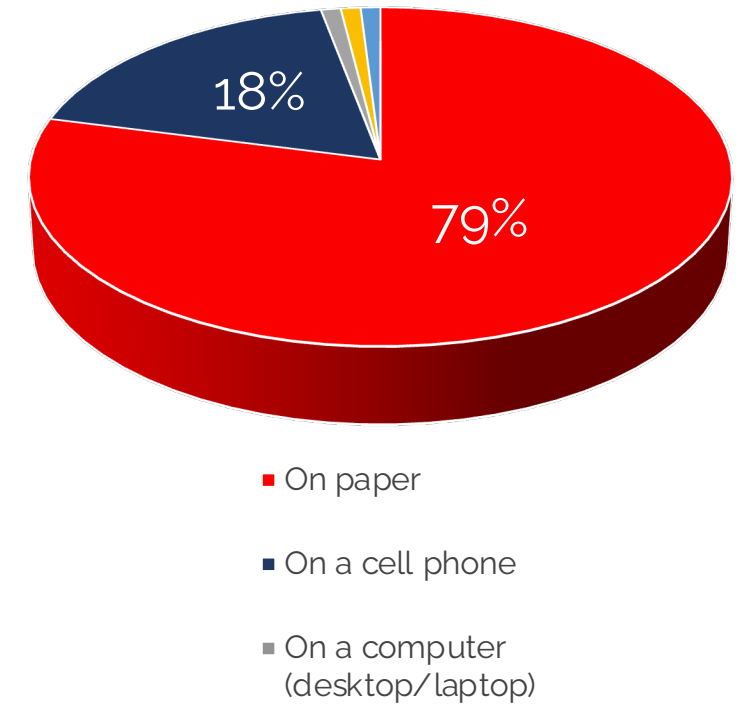
Newspaper Average Issue Readership

n = 21 650 002

Newspaper	Publication Frequency
Daily Sun	Daily
Isolezwe	Daily
Sowetan	Daily
Ilanga	Tri-weekly
The Herald	Daily
Daily News	Daily
Sunday Times	Weekly
Soccer Laduma	Daily
The Citizen	Daily
City Press	Weekly

Average Issue Readership
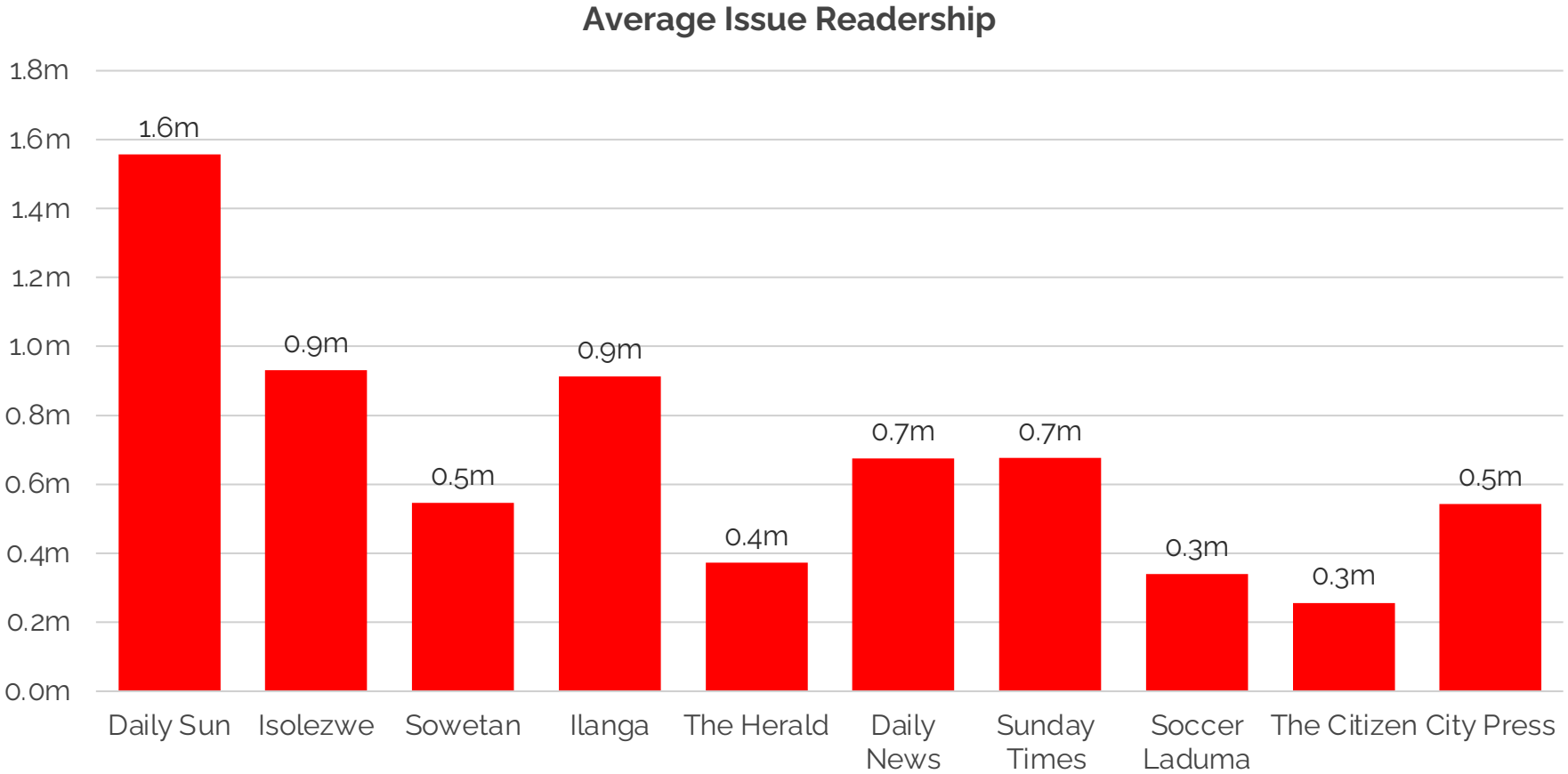
*To qualify as an '**Average Issue**' reader of a paper/print publication, a person has to have last read or paged through any copy of the publication within a period no longer than the **issue** period of that title.*

Caution: Results are based on a respondent base of only 5016

Newspaper Inserts Read
Past 3 months

n = 11 090 573

Did you read newspaper inserts in the newspaper?

■Yes ■No

n = 8 606 726

How important is the information in the insert in defining your shopping list?

Rating	Frequency Percentage
1 – Not Important	**3%**
2	**3%**
3	**15%**
4	**20%**
5 – Very Important	**59%**

n = 8 181 282

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

45%	46%	9%
Online	In-store	Other

Caution: Results are based on a respondent base of only 5016
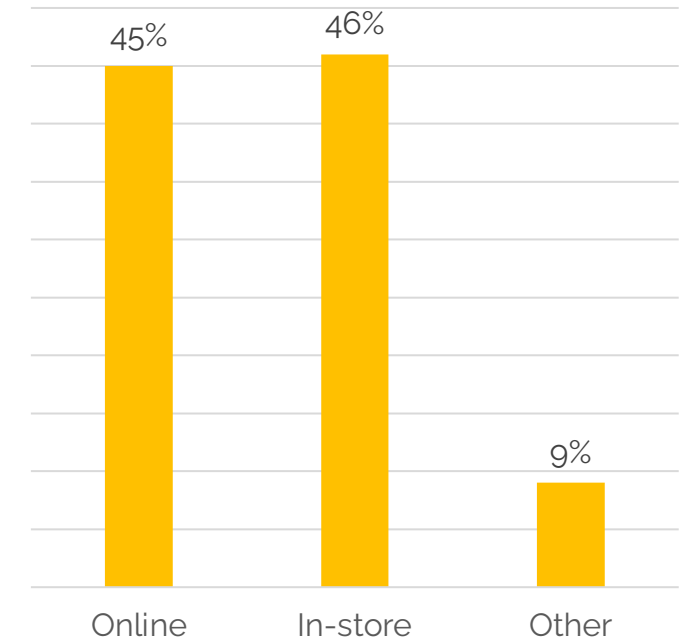
Top 5 Magazines Read
Past 3 months

Proportion of people that read magazines either online or on paper

Magazine	Percentage
DRUM	21%
Bona	19%
YOU	12%
Move!	7%
Huisgenoot	6%
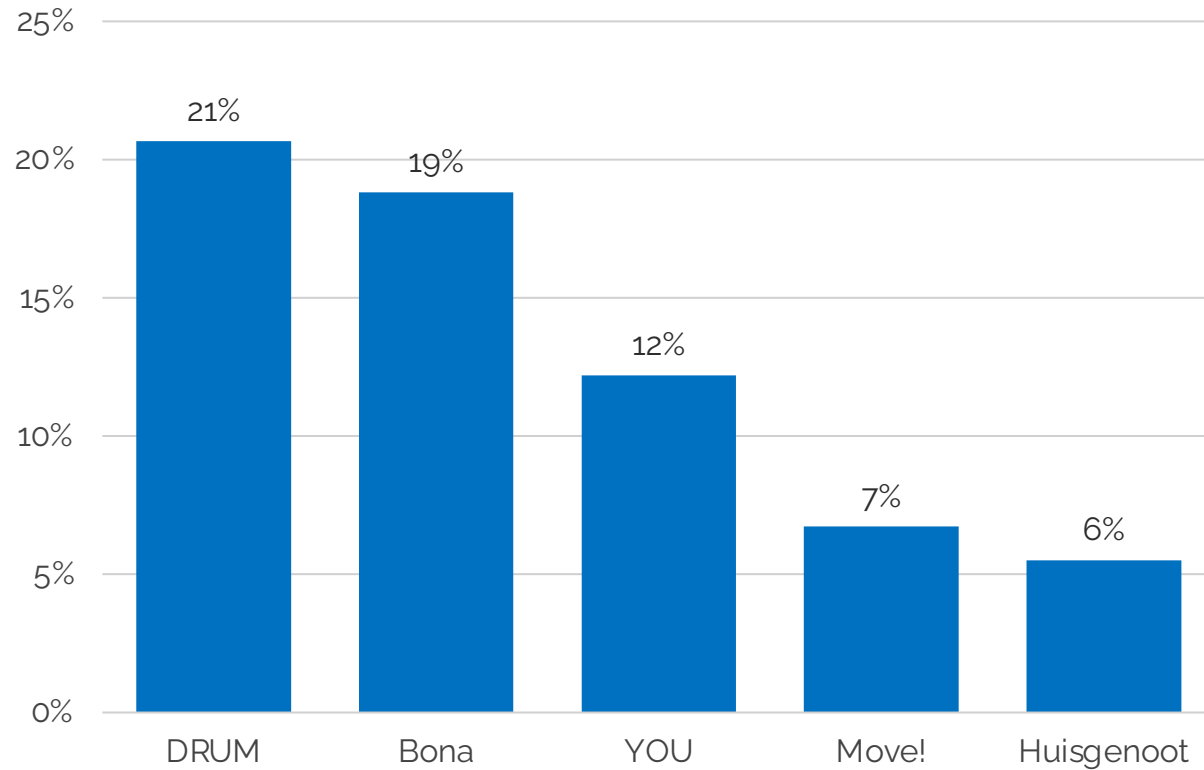
Platforms to read magazines

- On paper — 84%
- On a cell phone — 13%
- On a computer
- On a tablet
- On another device

Caution: Results are based on a respondent base of only 5016
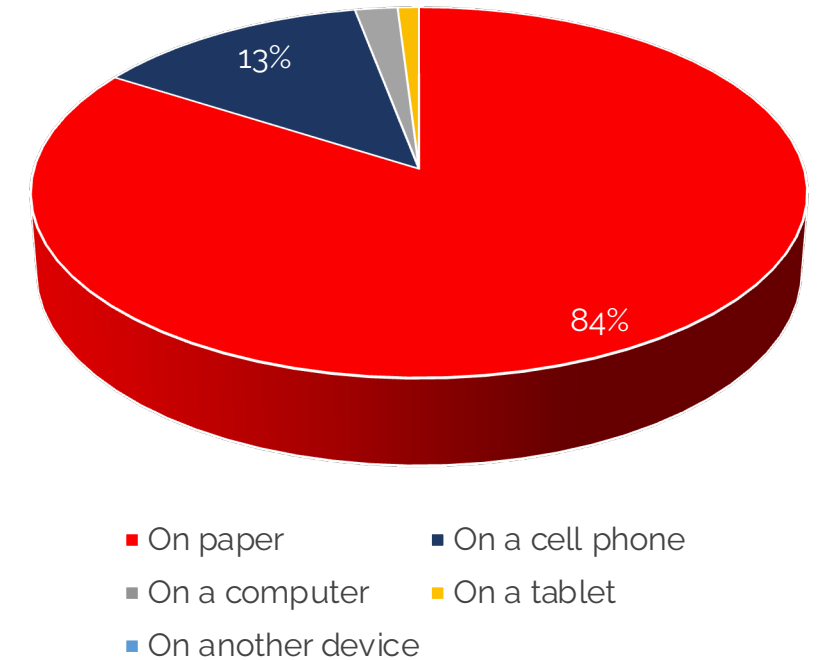
Magazine Average Issue Readership

n = 11 504 548

Magazine	Publication Frequency
DRUM	Weekly
Bona	Monthly
YOU	Weekly
Move!	Weekly
Huisgenoot	Weekly

Average Issue Readership

DRUM	1.8m
Bona	1.7m
YOU	0.7m
Move!	0.4m
Huisgenoot	0.4m

Caution: Results are based on a respondent base of only 5016
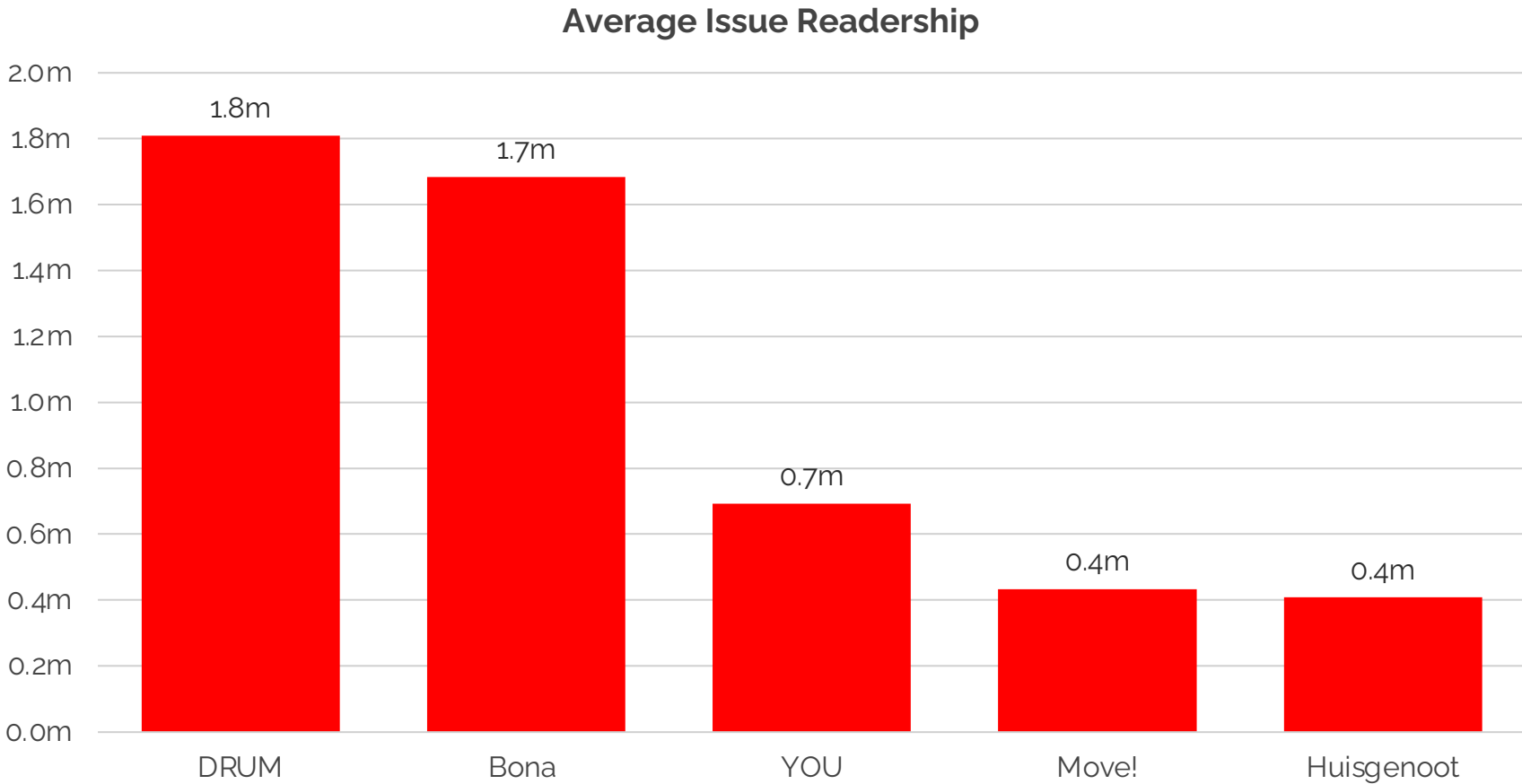
Store Magazines

Past 3 months

Number of people that read either online or on paper

Store	Percentage
Ackermans	36%
Edgars Club	22%
Fresh Living (Pick n Pay)	35%
Jet Club	33%
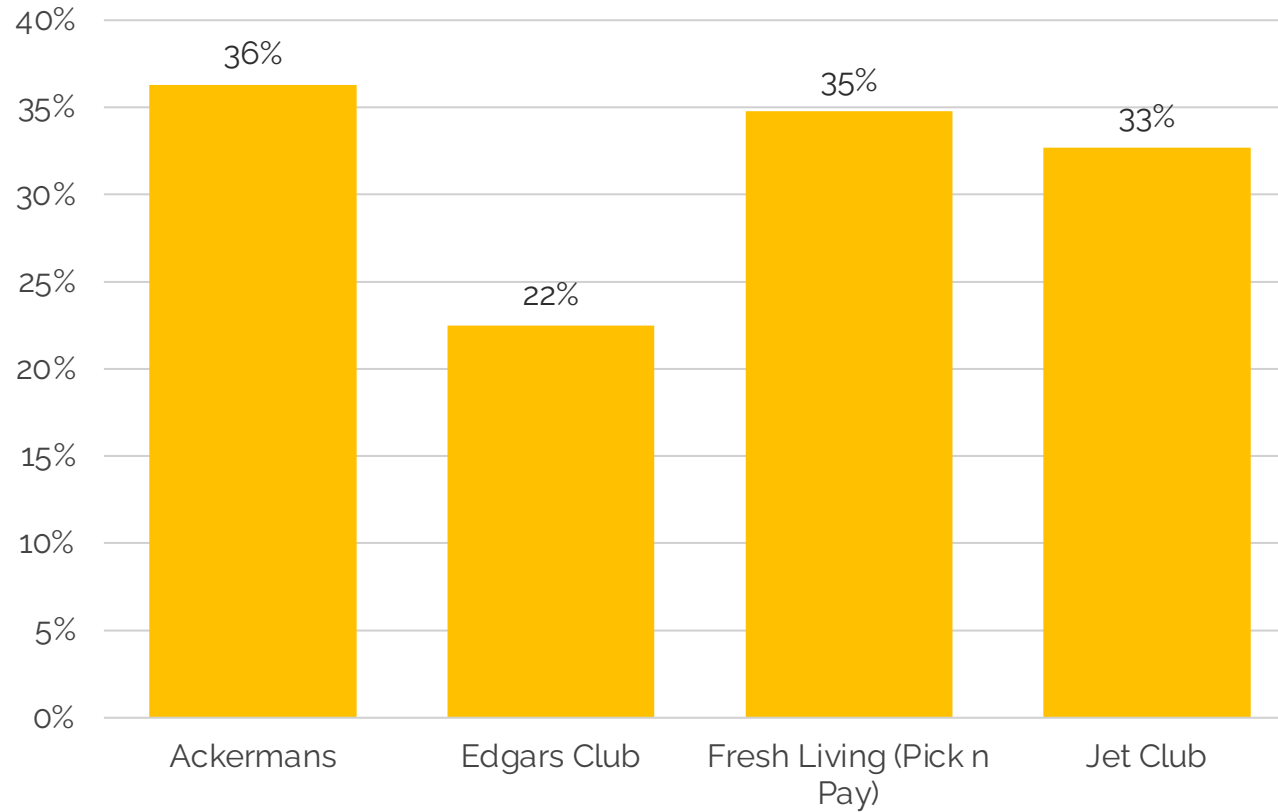
Platforms to read store magazines

- On paper — 85%
- On a cell phone — 12%
- On a computer
- On a tablet
- On another device

Caution: Results are based on a respondent base of only 5016
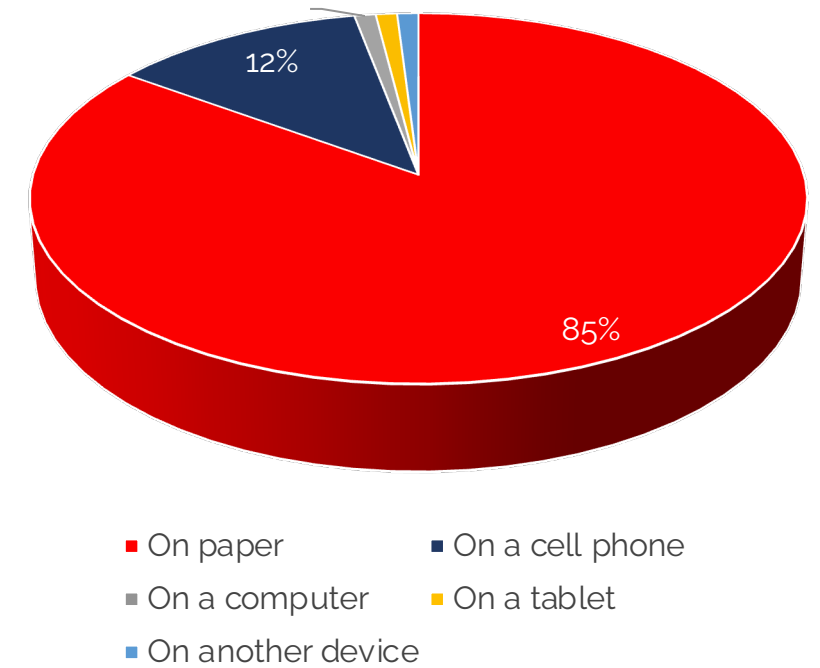
Cinema Visits

Frequency of Going to the Cinema	
	Frequency (%)
Very frequently: At least twice a month	13%
Frequently: Every month	16%
Regularly: Once every 2 to 3 months	26%
Occasionally: Once every 4 to 6 months	20%
Seldom: Around once a year	10%
Less often	15%

Average cinema outing cost: **R335**

Average number of people an individual goes with for a cinema outing: **2**

Caution: Results are based on a respondent base of only 5016

Cinema Visits

Which cinema chains do you go to most often?

- Ster-Kinekor: 43%
- Nu Metro: 28%
- Movies@: 10%
- Cine Centre: 2%
- Epic Cinemas: 3%
- I don't care, I go where it is convenient: 12%
- Other: 1%
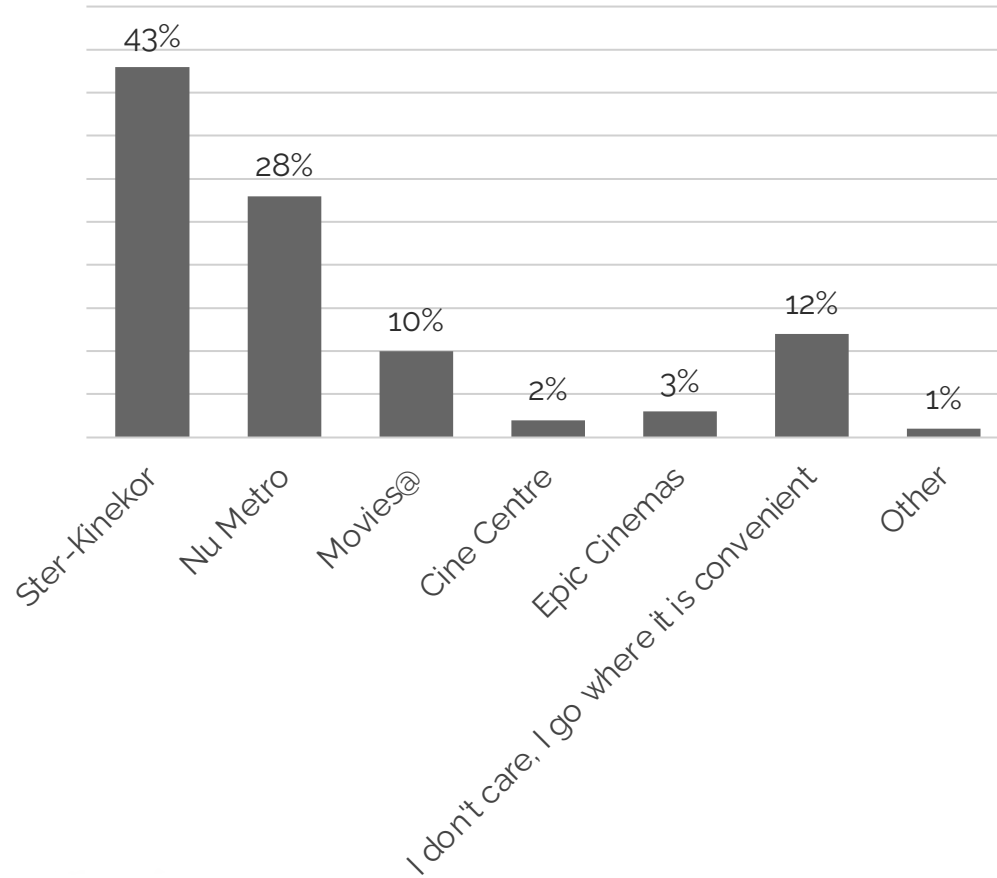
Which cinema loyalty benefits do you use for cinema?

- Clicks Club Card: 13%
- Discovery Vitality: 3%
- Edgars: 6%
- Thank U: 3%
- Momentum Multiply: 1%
- Nu Metro: 7%
- Ster-Kinekor: 9%
- Vodacom Reward: 2%
- Other: 1%
- None: 59%

Caution: Results are based on a respondent base of only 5016
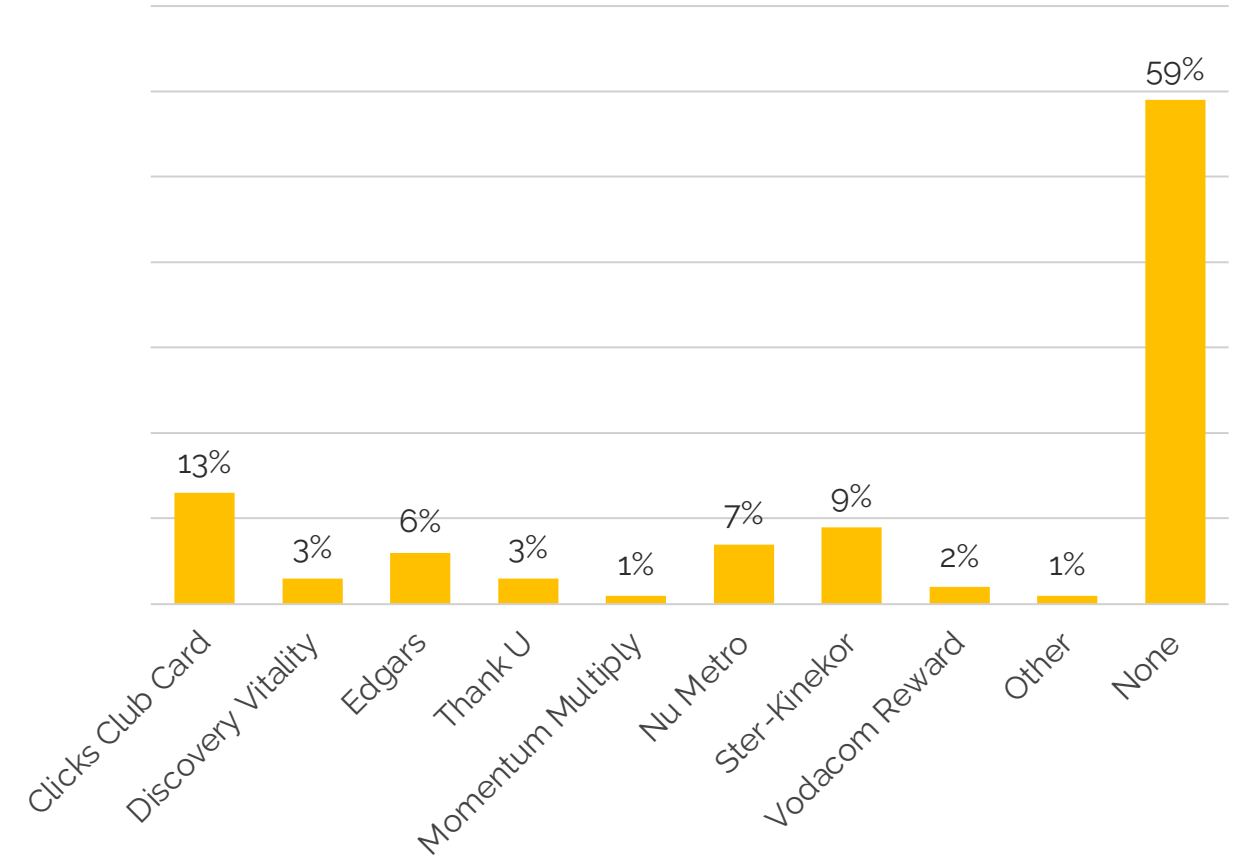
Top 5 Social Media Platforms
Yesterday

MARKETING RESEARCH FOUNDATION

n = 21 671 644

Platform	Percentage
Twitter	7%
YouTube	7%
Instagram	16%
Facebook	70%
Whatsapp	79%

PLUS 94 RESEARCH

Caution: Results are based on a respondent base of only 5016

42
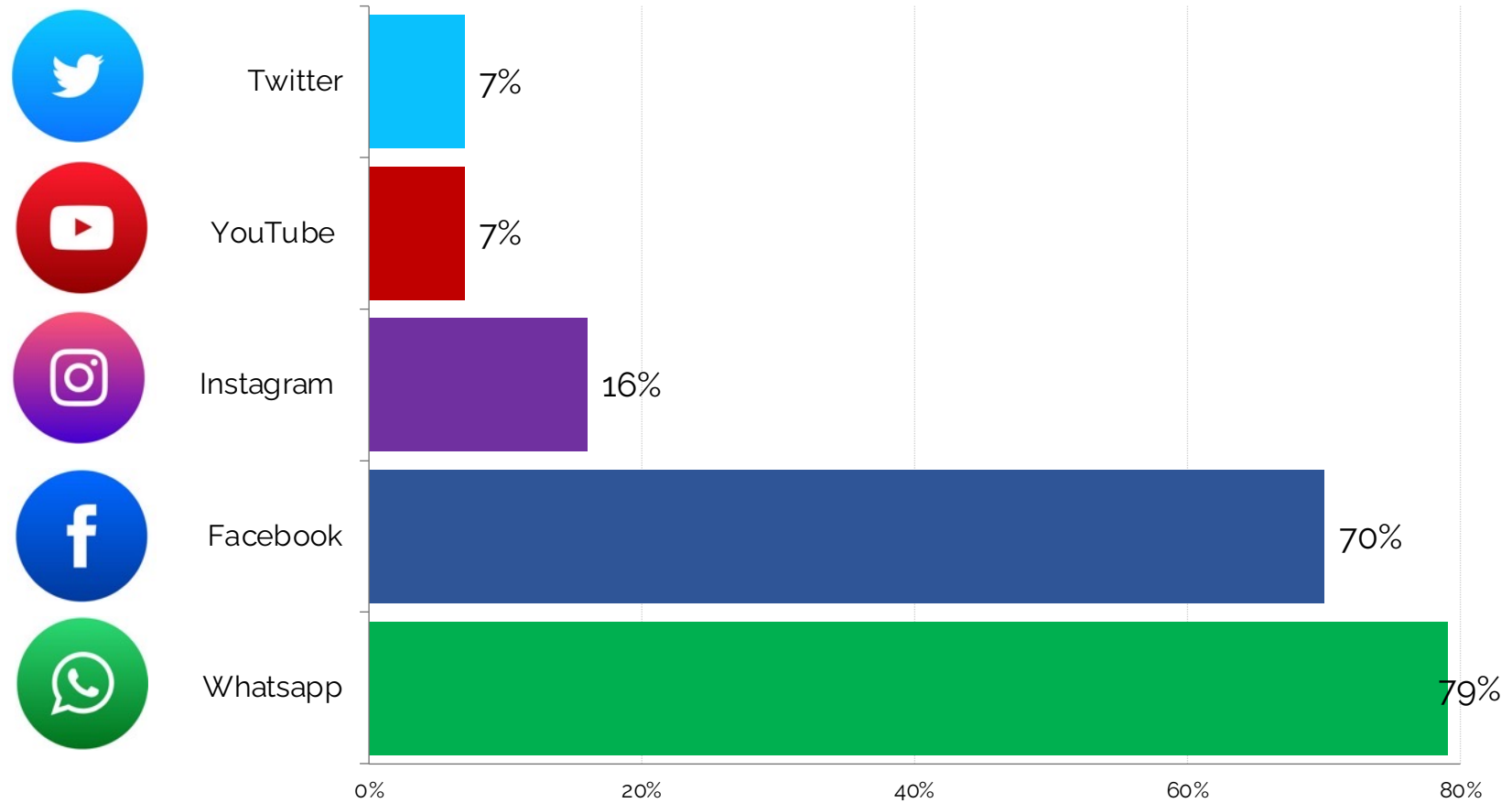
TV Sets Per Household
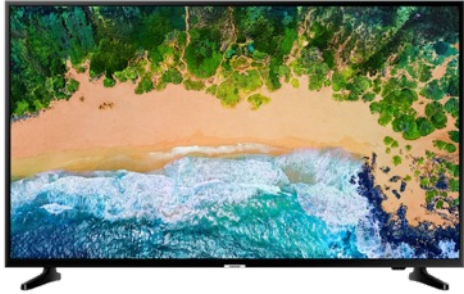
Average number of
TV sets in household:

1

Type of TV set in household

Type	Percentage
Media box sets	5%
Smart tv sets	5%
Plasma/LCD/LED/Flat Screen	54%
Standard sets (not a flat screen)	49%
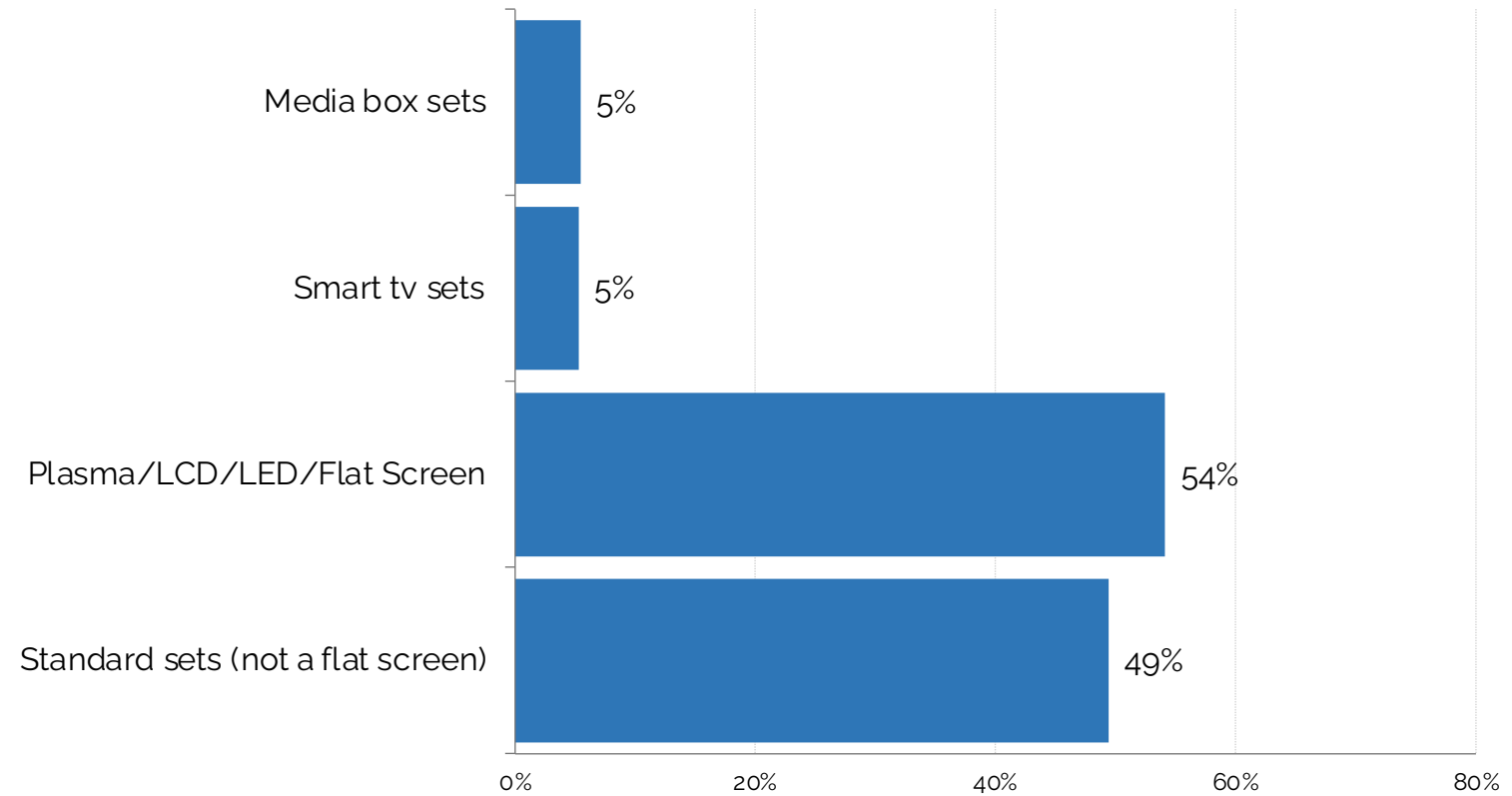
NB: Multiple Mentions Possible

Caution: Results are based on a respondent base of only 5016

Satellite Service Usage

n = 42 573 115

n = 33 616 545

Households with DStv PVR decoder:

12%

Households with an OpenView memory stick:

1%

DStv	53%
Freevision	1%
Openview HD	10%
StarSat (previously TopTV)	1%
None	27%

Caution: Results are based on a respondent base of only 5016
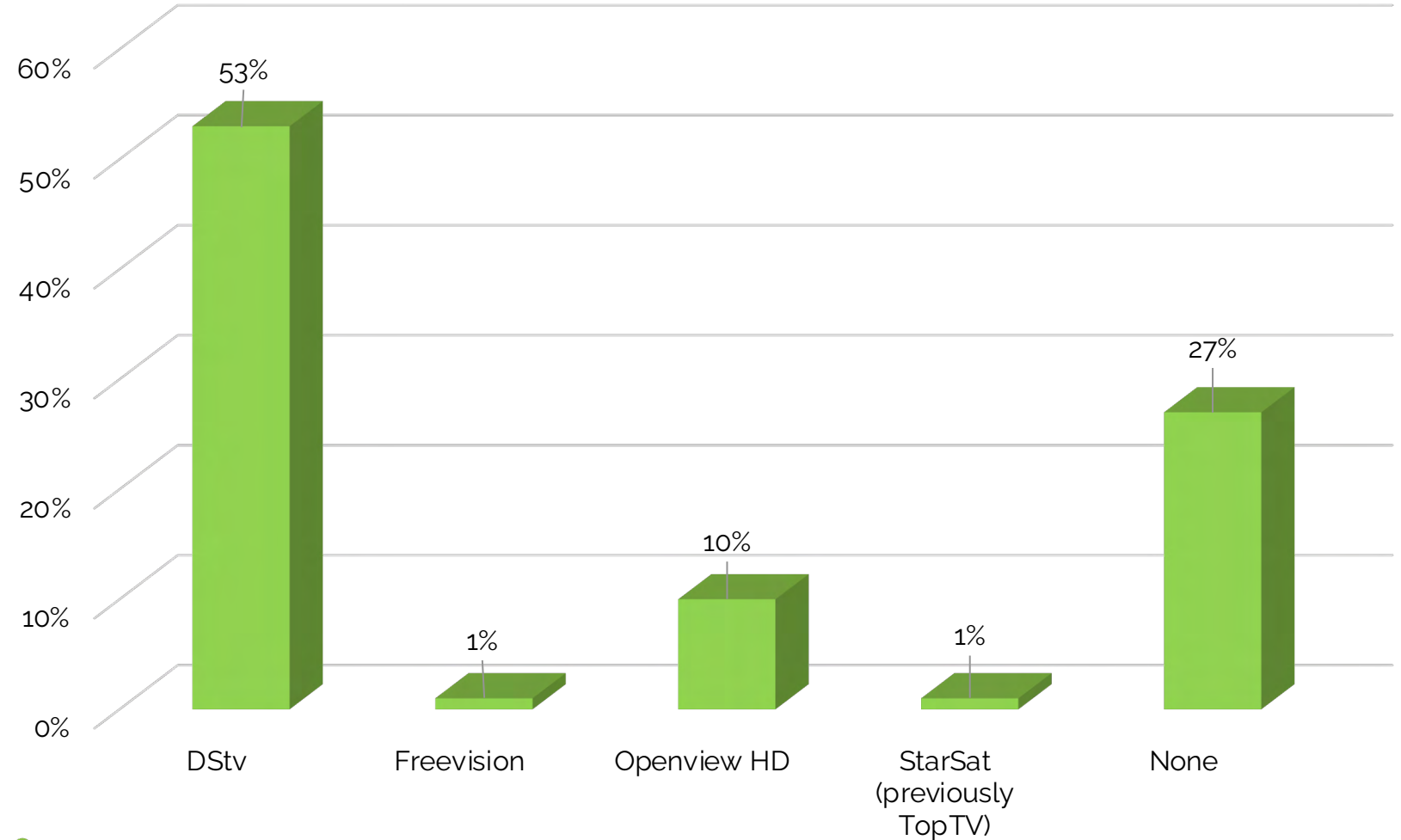
TV Viewing Times

Weekdays

TV Viewing Times

Saturday

Caution: Results are based on a respondent base of only 5016
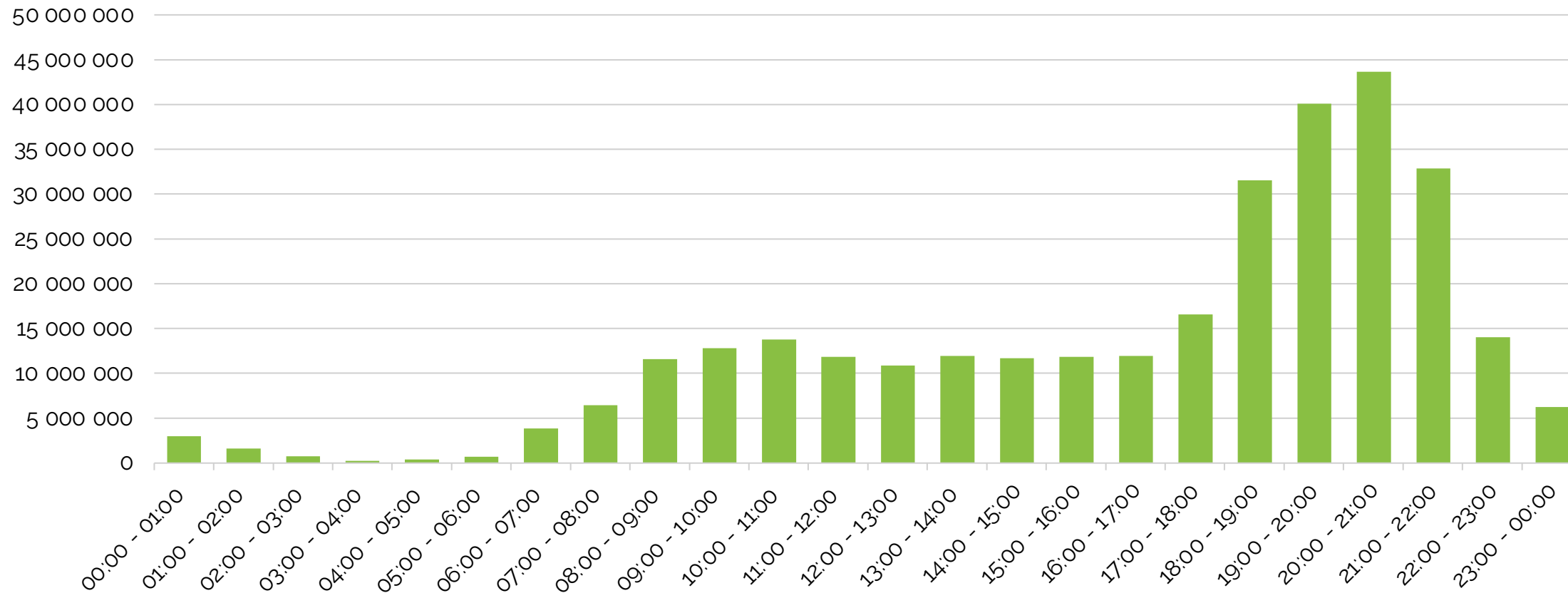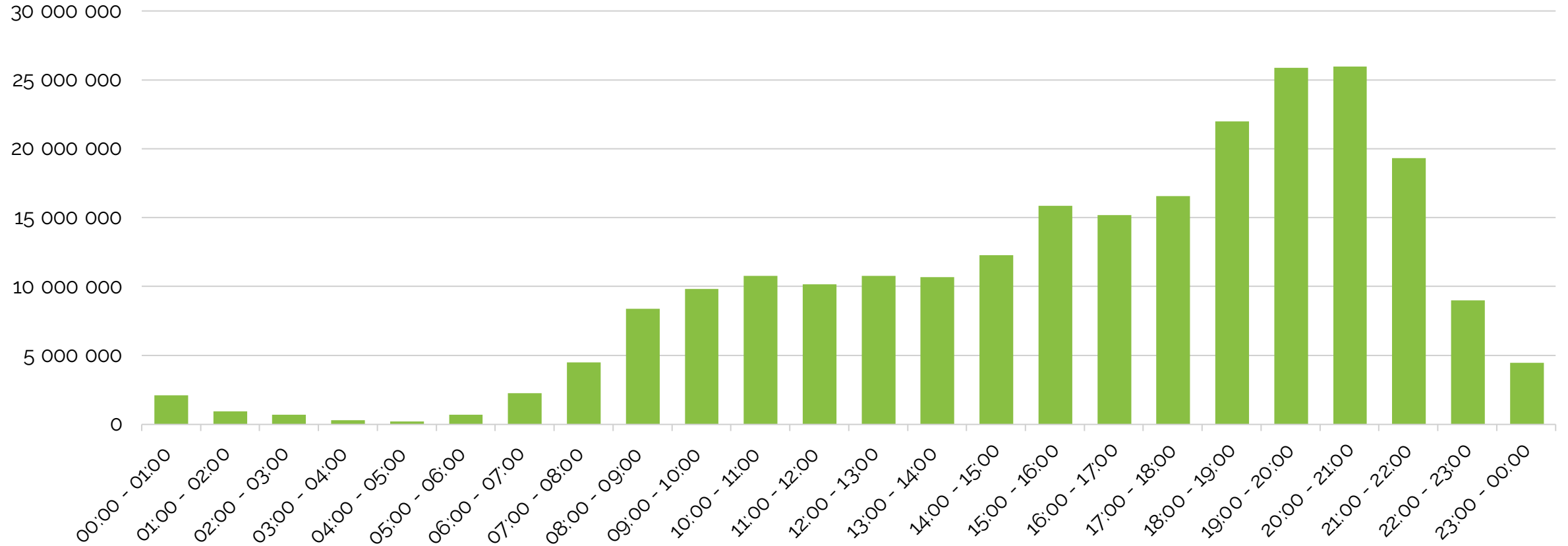
TV Viewing Times

Sunday
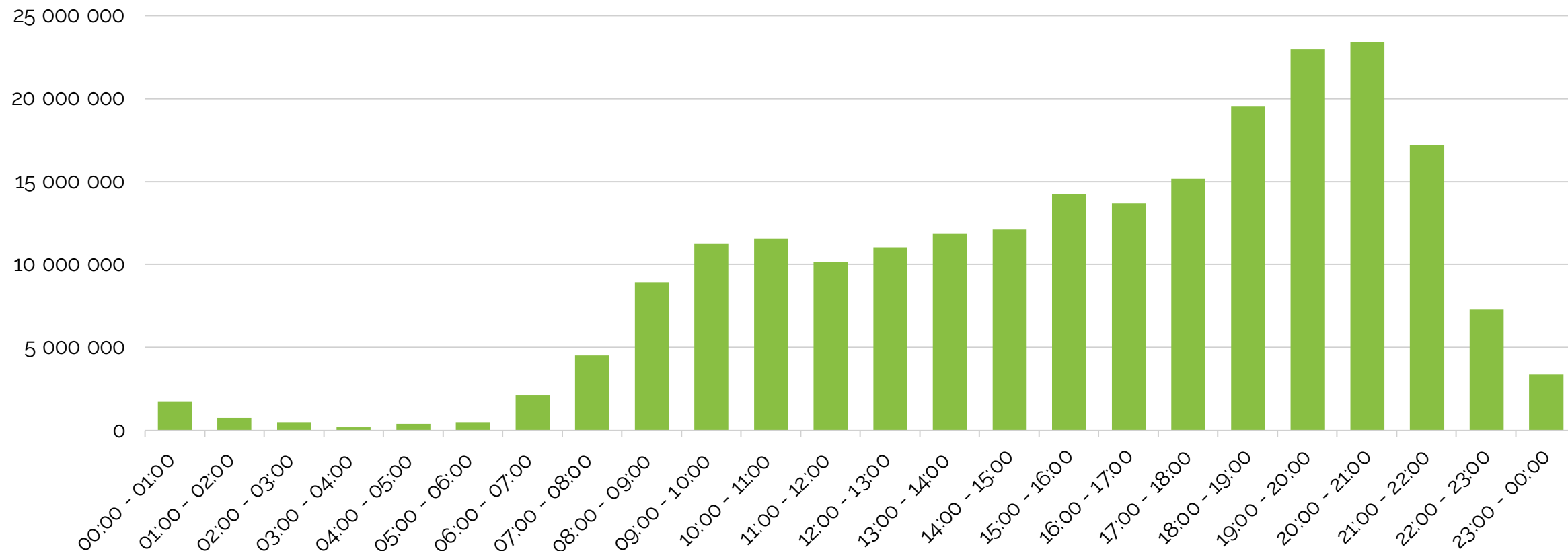
Top DStv Channels Viewed

Past 4 weeks

n = 21 032 343

Caution: Results are based on a respondent base of only 5016

49
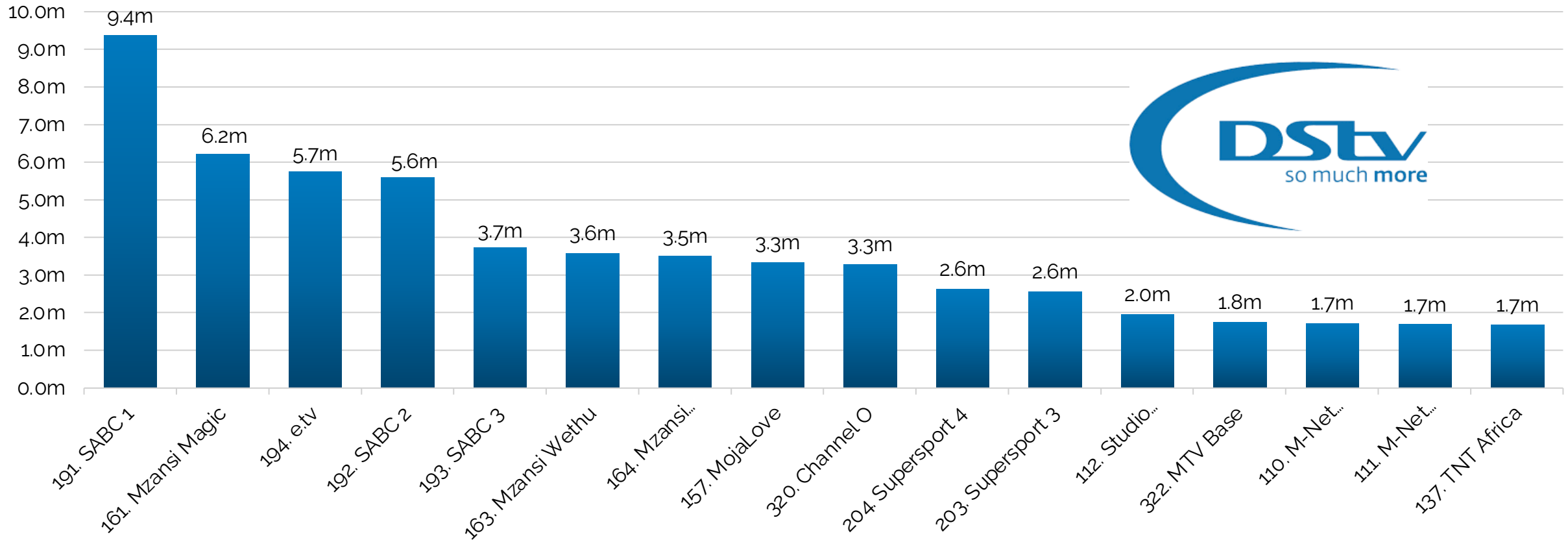
Top Free Channels Viewed
Past 4 weeks

n = 9 064 971

Channels

Channel	Value
SABC 1	7.5m
SABC 2	5.4m
e.TV	5.2m
SABC 3	3.4m
SABC News	0.5m
Soweto TV	0.2m
eMovies	0.2m
eMovies Extra	0.1m
e.TV News	0.1m
eToonz (HD)	0.0m
Glow TV	0.0m
1KZN	0.0m
Cape Town TV	0.0m
eReality	0.0m
SABC Encore	0.0m
Nongoma TV	0.0m

Caution: Results are based on a respondent base of only 5016
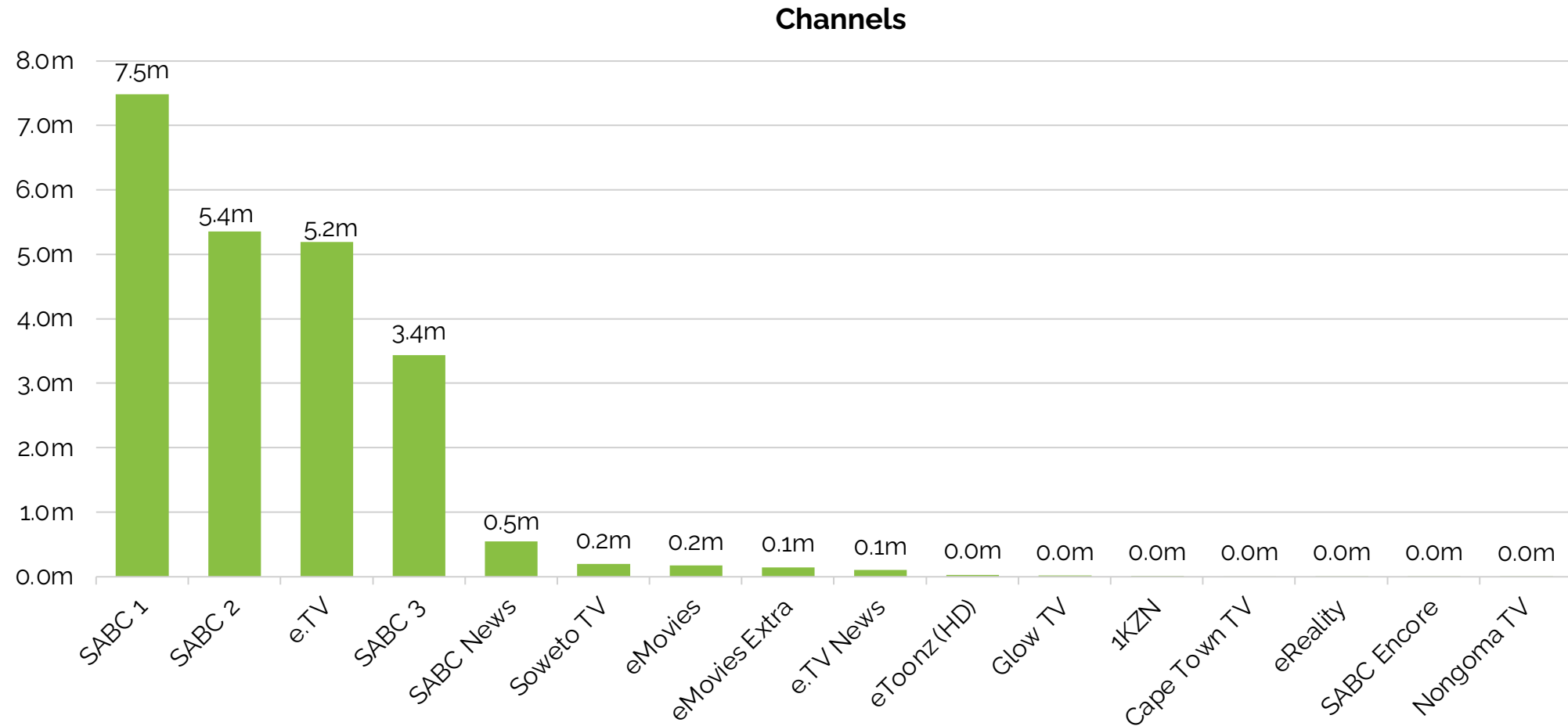
Top StarSat Channels Viewed

Past 4 weeks

n = 426 314

Channels

Channel	Value
243. ST Sports 2 HD	117.2k
241. ST Sports 1 HD	105.5k
322. ST SA Music	101.9k
245. ST Sports 3 HD	93.3k
362. Inspiration TV	56.1k
309. Mindset	53.5k
324. ST Naija	48.9k
303. JimJam	44.7k
517. Emmanuel	33.4k
541. Sunna TV	32.0k
360. ST Gospel	31.8k
305. Baby TV	23.1k
300. ST Kids	18.8k
321. ST Soul	17.1k
361. God	10.6k
332. Stingray Classica	8.9k
323. Nigezie	8.7k
849. CCTV 5	3.8k
723. KTO	3.7k

StarSat

PLUS 94 RESEARCH

Caution: Results are based on a respondent base of only 5016

51

Top OpenView Channels Viewed

Past 4 weeks

Channel	Viewers
104. e.TV (HD)	1.6m
101. SABC 1	1.6m
105. eExtra (HD)	1.4m
106. eMovies (HD)	1.4m
102. SABC 2	1.3m
107. eMovies Extra (HD)	1.2m
103. SABC 3	1.1m
108. eReality (HD)	1.1m
110. Star Life (HD)	0.9m
130. eToonz (HD)	0.6m
120. News & Sports (HD)	0.6m
140. Glow TV	0.4m
109. Rewind	0.4m
121. BBC World News	0.4m
115. Fight Sports (HD)	0.2m
134. Mindset	0.2m

Caution: Results are based on a respondent base of only 5016

52

Top Radio Stations Listened to

Past 4 weeks

n = 42 573 115

Station	Listeners
Metro FM	5.8m
Ukhozi FM	5.4m
UMhlobo wenene FM	4.1m
Lesedi FM	2.8m
Motsweding FM	2.4m
Thobela M	2.1m
Gagasi FM	1.8m
Radio 2000	1.4m
East Coast Radio	1.2m

Caution: Results are based on a respondent base of only 5016

Top Community Radio Stations Listened to

Past 4 weeks

n = 42 573 115

Station	Value
Jozi FM	730.0k
Univen Community Radio	435.7k
Izwi Lomzanzi FM	399.7k
Mosupatsela FM Stereo	230.3k
Heartbeat FM	200.8k
KZN Capital 104FM	186.0k
Nkomazi FM	185.6k
Radio Rosestad	170.2k
Thetha FM	164.5k

Caution: Results are based on a respondent base of only 5016

55
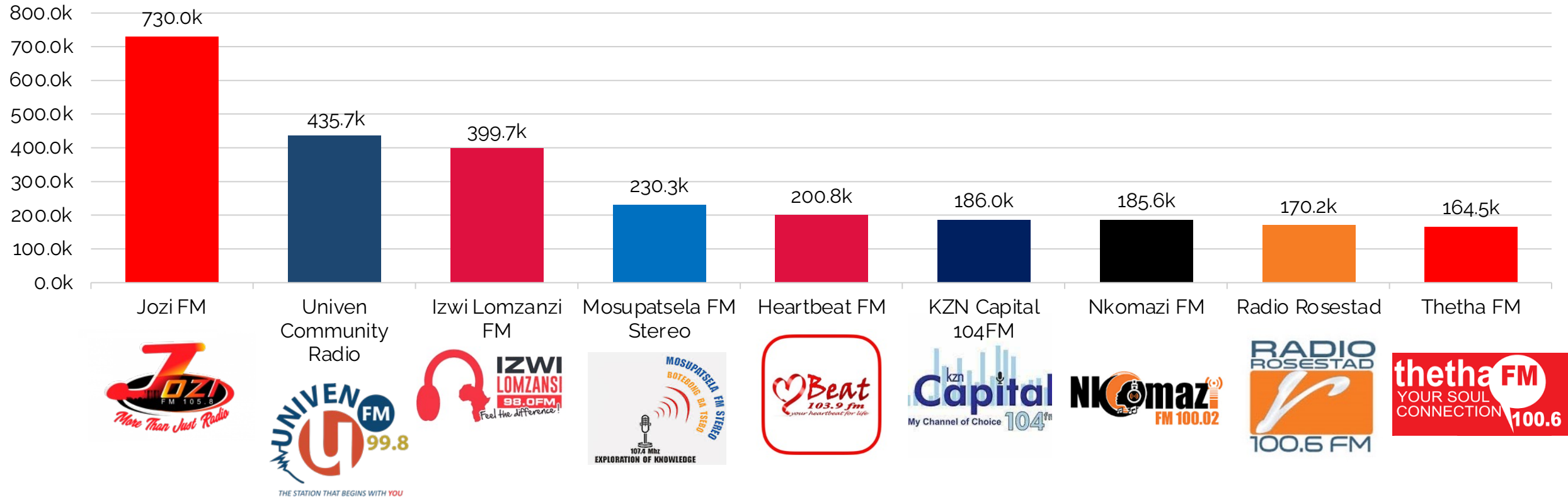
Radio Reach

77% Monthly Reach = 32 861 102 Listeners

75% Weekly Reach = 31 976 851 Listeners

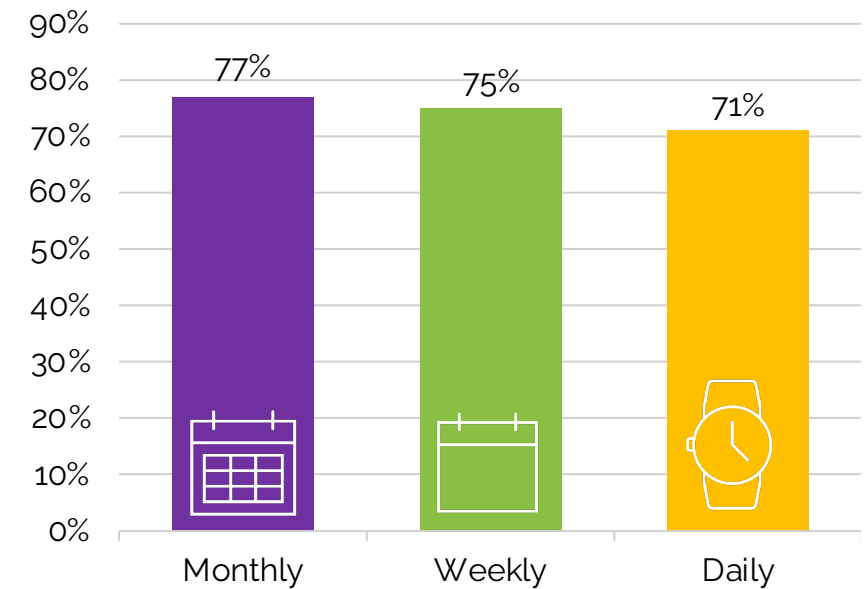**71% Daily Reach = 30 184 921 Listeners**

Radio reach

	Monthly	Weekly	Daily
	77%	75%	71%

Caution: Results are based on a respondent base of only 5016

FINANCIAL SERVICES

Top 10 Primary Banks Used

n = 42 573 115

Bank	Value
Capitec	10.7m
ABSA	3.0m
First National Bank/FNB	3.0m
Nedbank	2.4m
Standard Bank	2.2m
Other	0.5m
African Bank	0.2m
Tyme Bank	0.2m
Postbank	0.1m
Bidvest Bank	0.0m
Capfin	0.0m

PLUS 94 RESEARCH

Caution: Results are based on a respondent base of only 5016
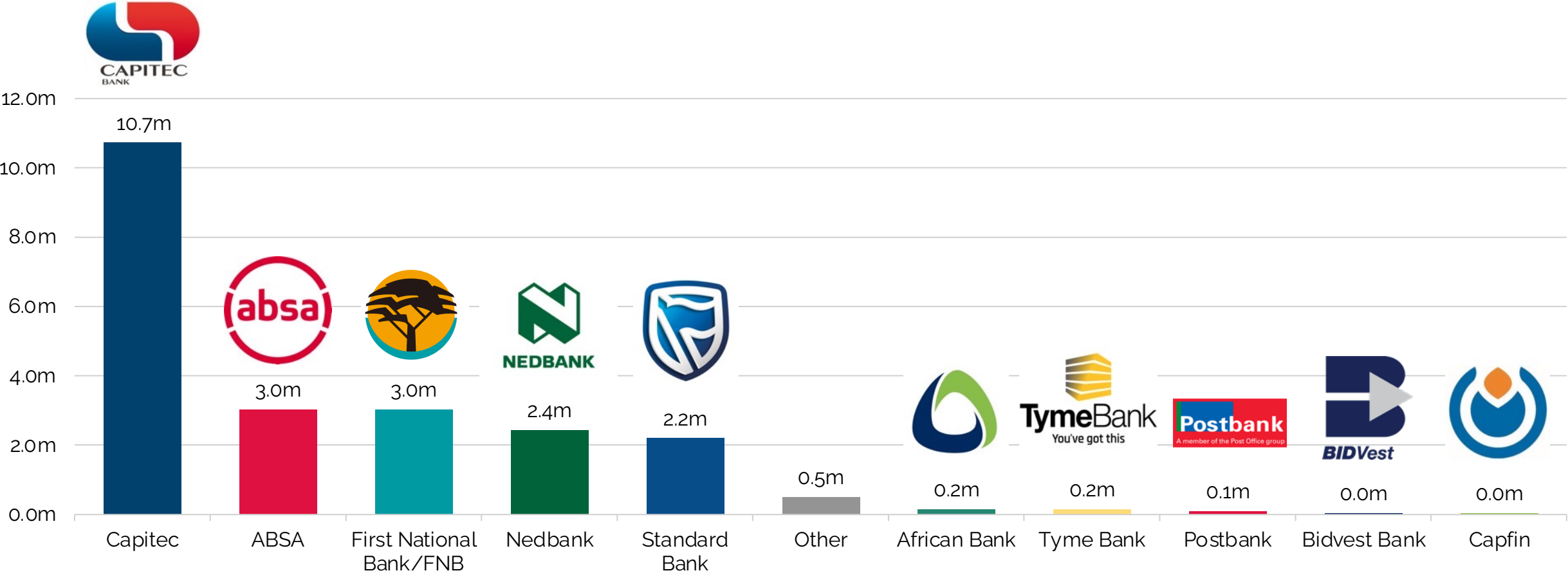
Top Financial Services Used

n = 42 573 115

- None of these — 20.1m
- Transactional savings — 16.5m
- Cheque/current — 5.6m
- Credit card — 2.5m
- Investments/deposit… — 1.3m
- Personal loan (up to… — 0.6m
- Overdraft facility — 0.6m
- Home… — 0.5m
- Vehicle finance with a… — 0.3m
- Student loan — 0.3m
- Petrol/garage card — 0.3m
- Temporary loan (up… — 0.1m

PLUS 94 RESEARCH

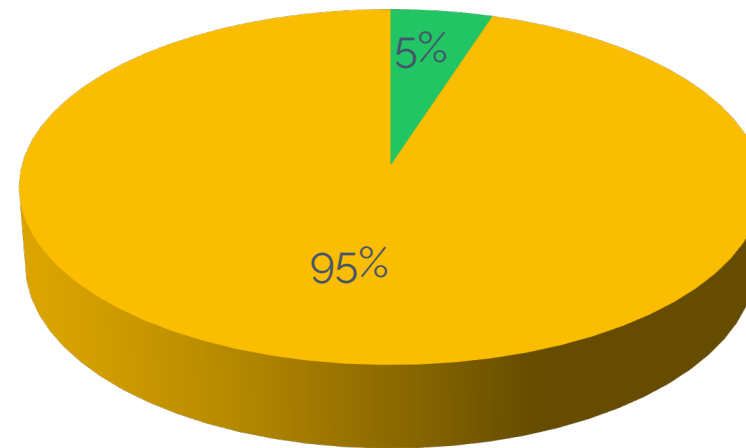Caution: Results are based on a respondent base of only 5016
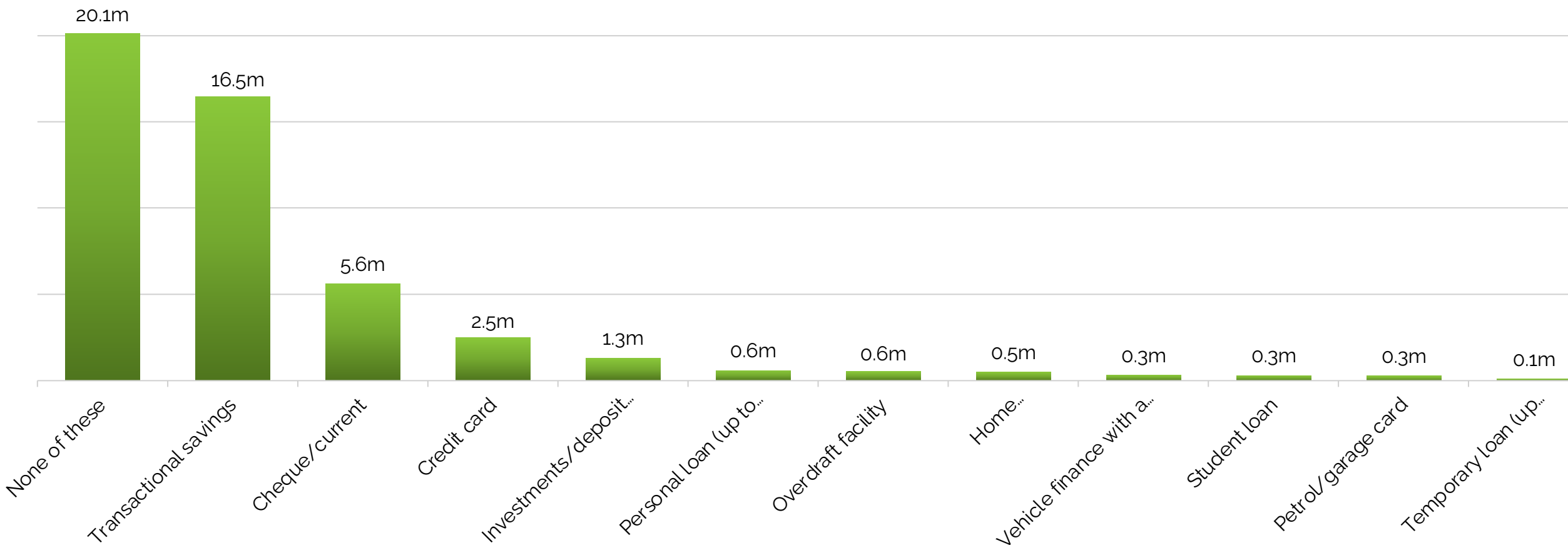
Short-Term Insurance Usage

n = 42 573 115

Do you have a short term insurance policy?

5%

95%

■ Yes   ■ No

Short-Term Insurance Usage

Companies short term insurance is held

Company	Value
1ST for Women	58k
ABSA iDirect	94k
Alexander Forbes	121k
Auto & General	45k
Budget	49k
Clientéle	40k
Dial Direct	22k
Discovery Insure	140k
First National Bank/FNB	100k
Hollard Insurance	116k
iWyze	21k
MiWay	72k
Mutual & Federal	48k
Nedbank	36k
OUTsurance	226k
Prime Meridian Insurance (PMD)	10k
Santam	177k
Scorpion	21k
Standard Bank/Stanbic Insurance	96k

Caution: Results are based on a respondent base of only 5016

61

Stokvel Participation

n = 5 056 026

Do you belong to a Stokvel

- 12%
- 88%
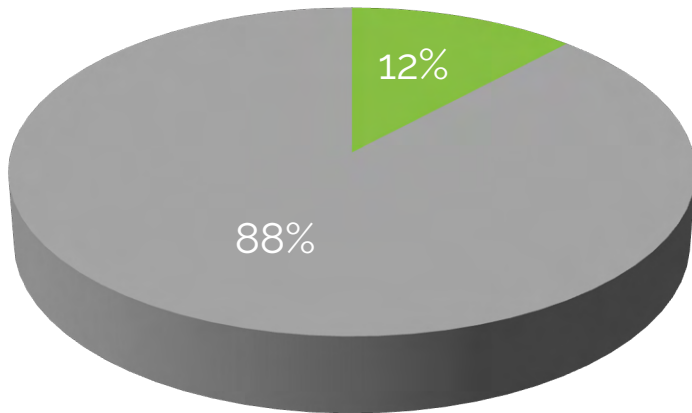
Yes   No

n = 42 573 115

How many stokvels do you belong to?

3.3m	1.1m	0.4m	0.3m
1	2	3	4 or more
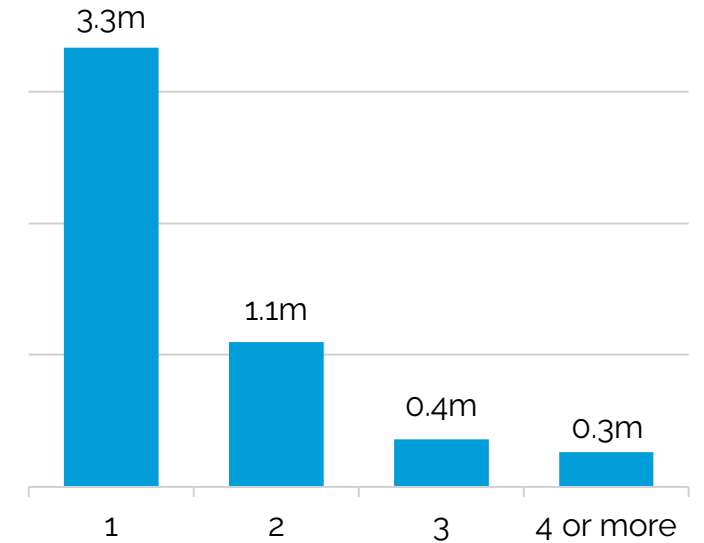
RETAIL

Household Purchase Behaviour

n = 29 158 163

Frequency of purchase

Purchase Responsibility

- ■ Wholly
- ■ Partly
- ■ Not

n = 42 573 115

Do one bulk shop annually and fill-ups	Do one bulk shop a month and fill-ups	Shop twice a month/every 2 weeks	Shop weekly or almost weekly	Shop twice a week or almost daily	Other
3180570	18352076	4229746	2545863	759984	89924

Caution: Results are based on a respondent base of only 5016

Top Bulk Food Retailers

Boxer	Checkers	Pick n Pay	Shoprite	SPAR
4265024	2758344	5829789	12472452	4936083

Caution: Results are based on a respondent base of only 5016

Top Liquor Stores
Past 3 months

n = 28 854 465

Note: There may have been confusion surrounding 'Bottleshop' which is an online outlet

Caution: Results are based on a respondent base of only 5016

CLOTHING AND SHOES

Clothing Purchases

Past 3 months

Bought the following clothing items?

Women's inner items	Women's outer items	Children's inner items	Children's outer items	Men's inner items	Men's outer items	None
5.7m	7.6m	6.5m	9.2m	5.0m	7.6m	21.3m
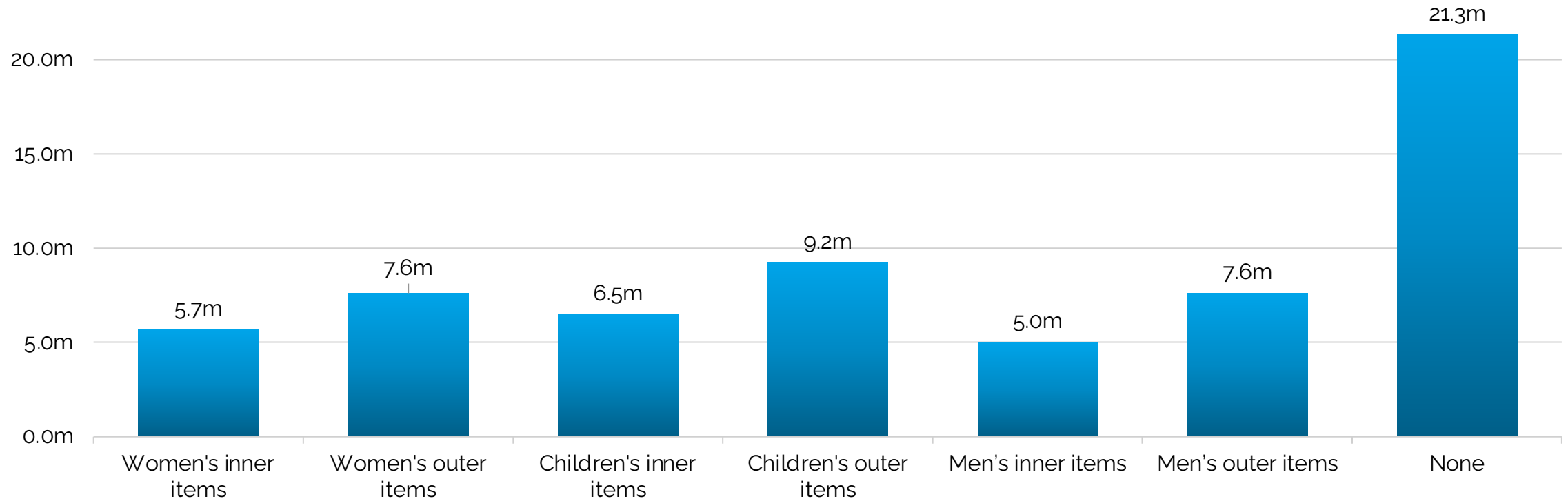
Women's Clothing: Top Stores
Past 3 months

At which store did you buy women's clothing?

Store	%
Mr Price	34%
Ackermans	27%
Pep Stores	19%
Jet	10%
Truworths	8%
Woolworths	7%
Legit	4%
Fashion…	4%
Edgars	4%
Exact!	4%
Foschini	3%
Rage	2%

Caution: Results are based on a respondent base of only 5016
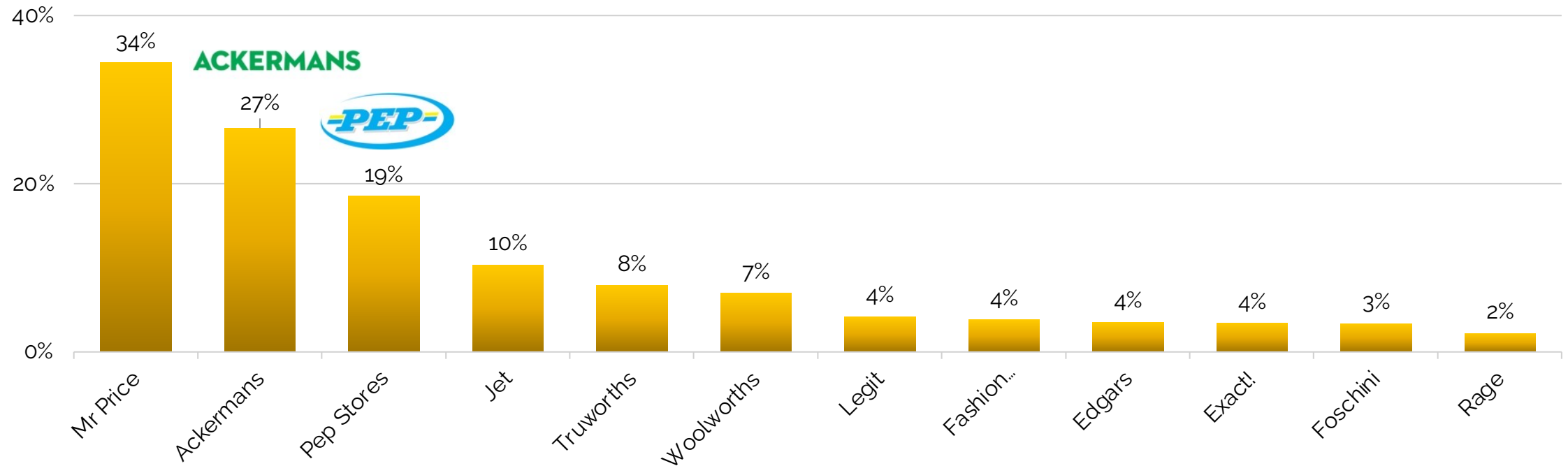
Men's Clothing: Top Stores
Past 3 months

n = 9 034 543

At which store did you buy men's clothing?

Store	%
Mr Price	20%
Markham	15%
Truworths	15%
Sportscene	10%
Edgars	10%
Ackermans	6%
Pep Stores	5%
Jet	5%
Total Sports	4%
Woolworths	3%
Exact!	3%

Caution: Results are based on a respondent base of only 5016

70
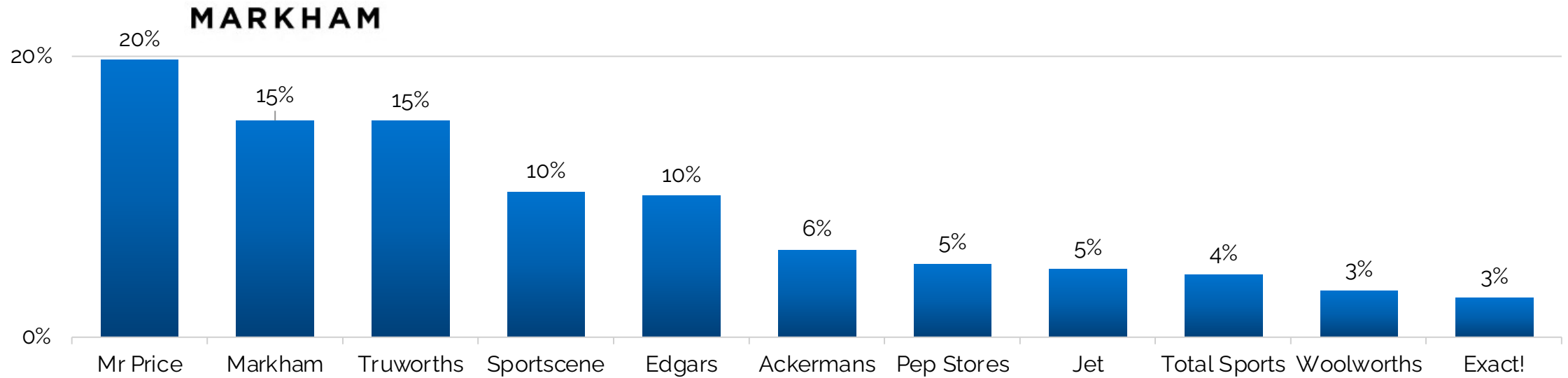
Children's Clothing: Top Stores

Past 3 months

n = 10 786 939

At which store did you buy children's clothing?

Store	%
Ackermans	51%
Pep Stores	28%
Mr Price	18%
Jet	10%
Other	7%
Edgars	5%
Woolworths	5%
Truworths	3%
Exact!	2%
Flea markets/China…	1%
Foschini	1%
Pick n Pay Clothing	1%

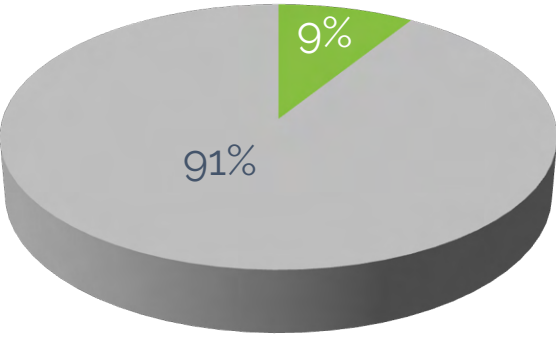Caution: Results are based on a respondent base of only 5016

71
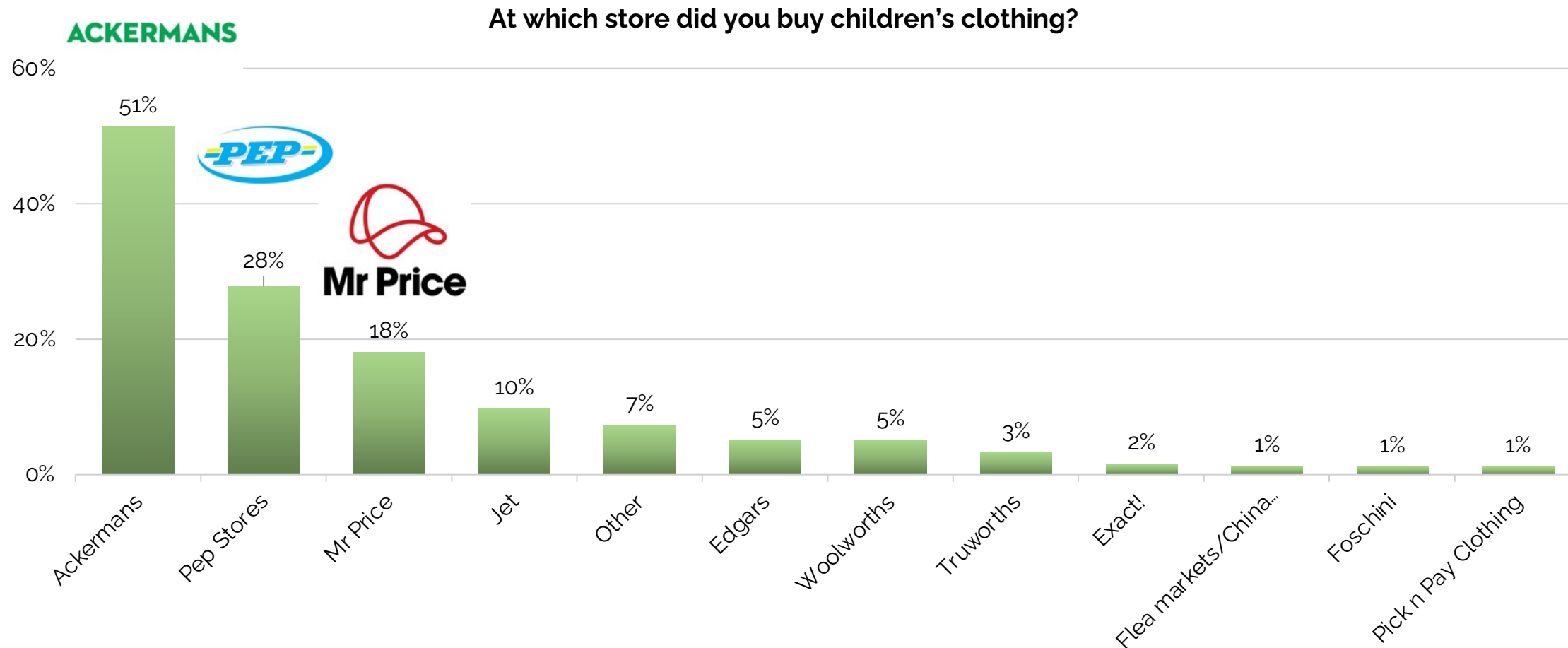
Sport/Outdoor Clothing and Shoe Purchases

Past 3 months

n = 42 573 115

Bought Sport or Outdoor clothing?

- 9%
- 91%

■ Yes ■ Not

n = 42 573 115

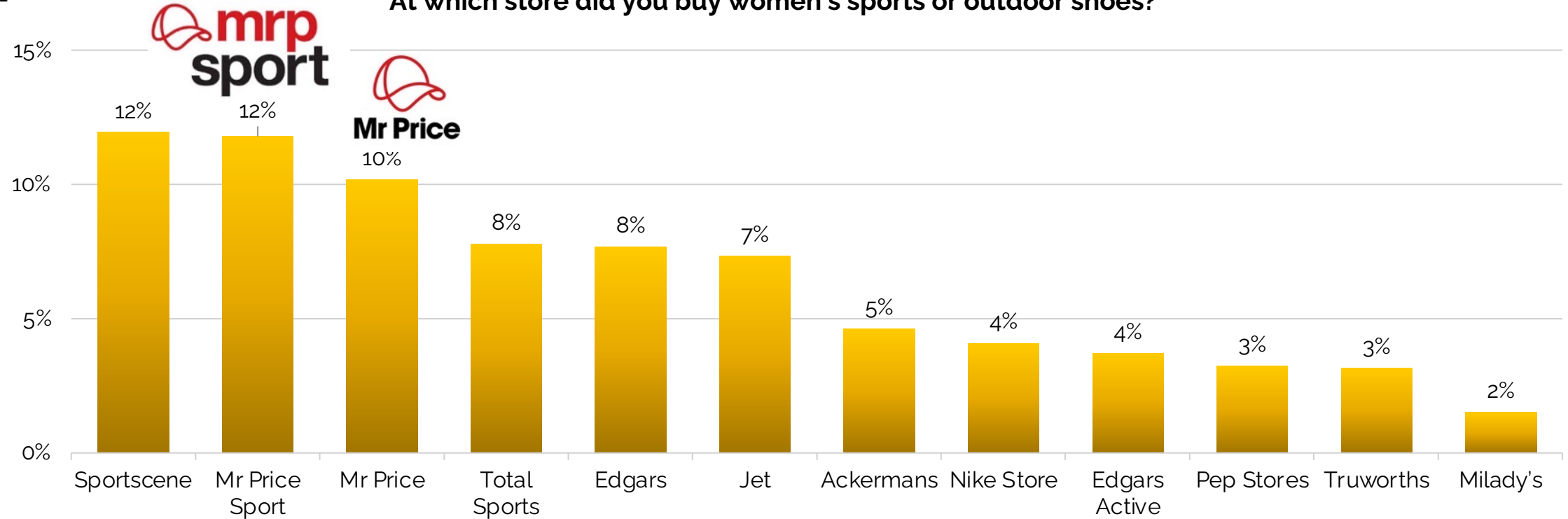**Bought sport, exercise or outdoor shoes?**

For women	For men	For children	None
1.7m	2.7m	1.5m	37.4m

40.0m
35.0m
30.0m
25.0m
20.0m
15.0m
10.0m
5.0m
0.0m

Caution: Results are based on a respondent base of only 5016

72
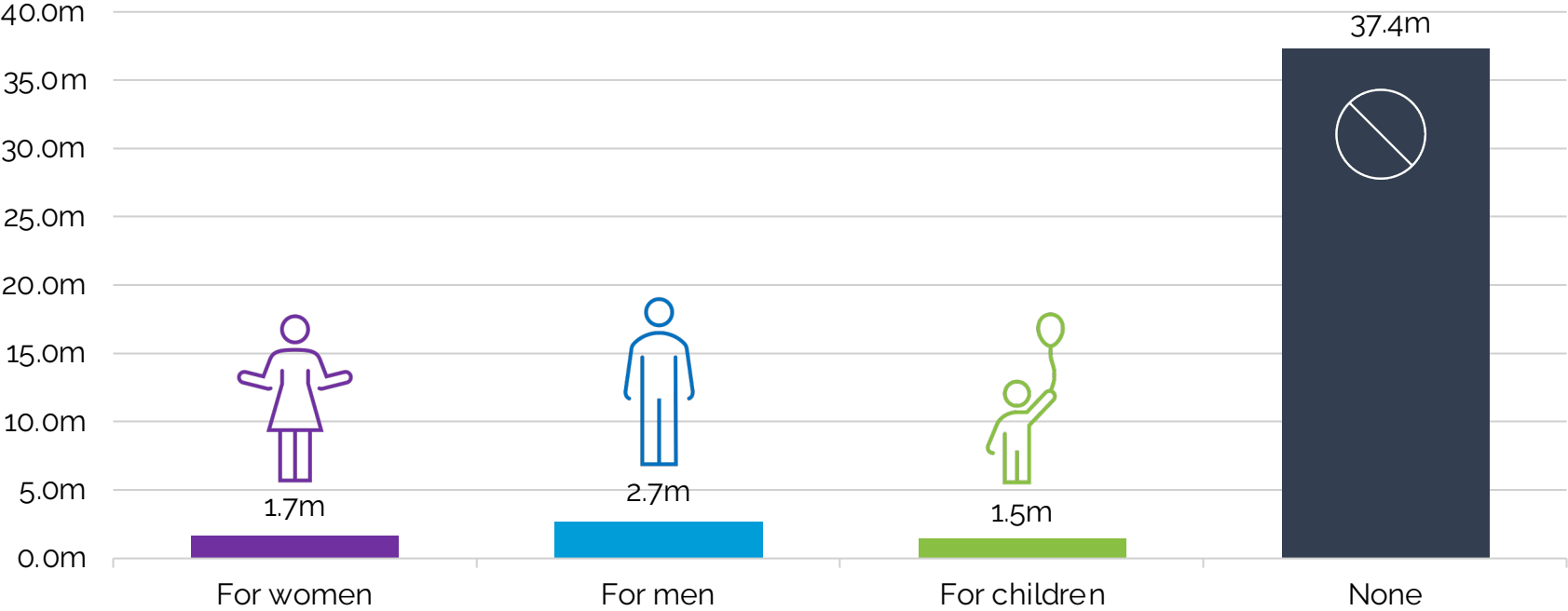
Women's Sports/Outdoor: Top Stores

Past 3 months

At which store did you buy women's sports or outdoor shoes?

Store	%
Sportscene	12%
Mr Price Sport	12%
Mr Price	10%
Total Sports	8%
Edgars	8%
Jet	7%
Ackermans	5%
Nike Store	4%
Edgars Active	4%
Pep Stores	3%
Truworths	3%
Milady's	2%

Caution: Results are based on a respondent base of only 5016

Children's Sports/Outdoor: Top Stores

Past 3 months

At which store did you buy children's sports or outdoor shoes?

Store	%
Ackermans	23%
Mr Price	21%
Pep Stores	11%
Sportscene	7%
Total Sports	7%
Mr Price Sport	6%
Cotton On Kids	4%
Woolworths	3%
Nike Store	3%
Edgars	3%
Jet	3%
Flea markets/China…	2%

Caution: Results are based on a respondent base of only 5016

MALLS

Top Malls Visited

Past 3 months

n = 42 573 115

Province	Rank				
	1	2	3	4	5
Gauteng	Maponya Mall	Southgate Mall	Mamelodi Crossing	Greenacres Shopping Centre	Jabulani Mall
KwaZulu Natal	Gateway	The Pavilion	Galleria Shopping Centre	Bridge City Shopping Centre	Pinecrest Shopping Centre
Western Cape	Canal Walk	Gugulethu Square	Khayelitsha Mall	Liberty Promenade	Somerset West Mall
Mpumalanga	Tonga Mall	Highveld Mall (Witbank)	Blue Haze Mall	Riverside Mall	i'langa Mall
Eastern Cape	Hemingways	Vincent Park Centre	Mdantsane City	Walmer Park Shopping Centre	Metlife Plaza
Free State	Loch Logan Waterfront	Mimosa Mall	Middestad	Twin City	
North West	Waterfall Mall	Mega City Centre	Mooirivier Mall		
Limpopo	Mall of the North	Savannah Mall	Makhado Mall		
Northern Cape					

AUTOMOTIVE

Motor Vehicles Per Household

26769643

9200171

4060071

2543230

30 000 000

20 000 000

10 000 000

0

Caution: Results are based on a respondent base of only 5016

79
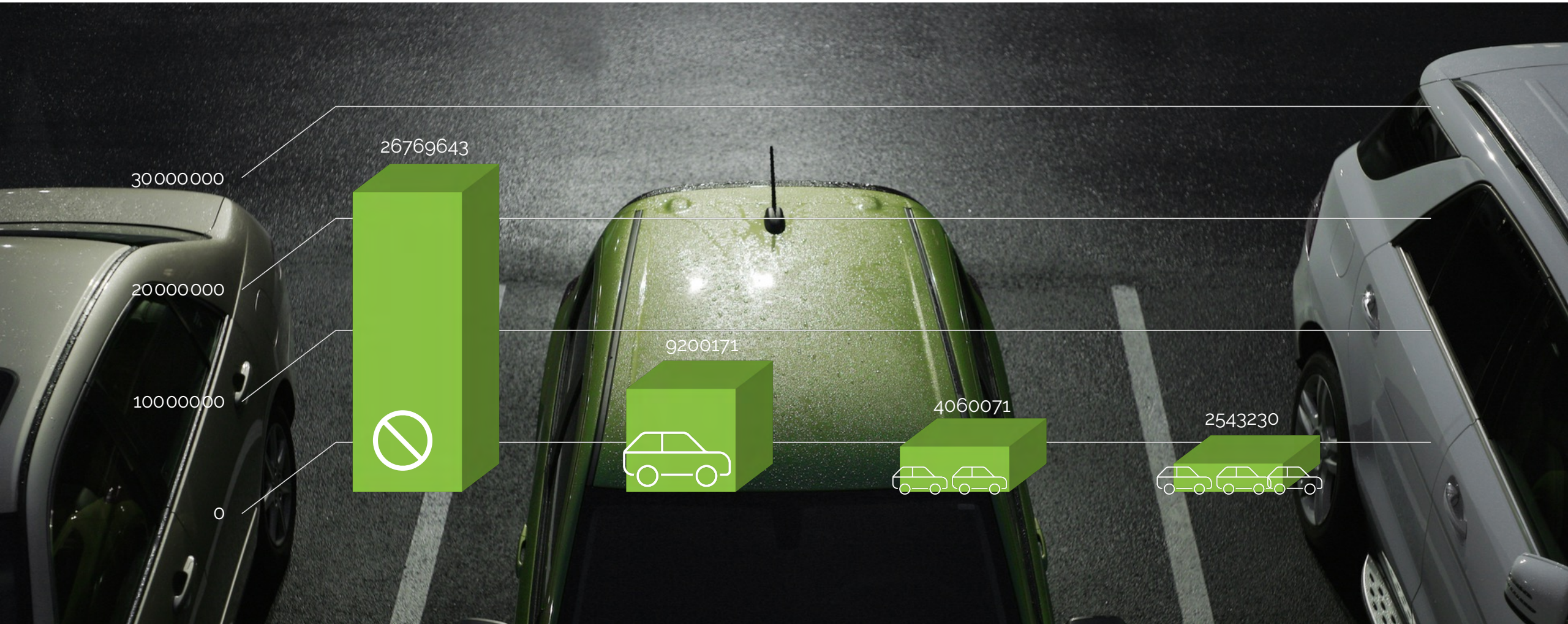
Top Car Brands Driven

n = 5 074 640

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

Brand	Value
TOYOTA	1309.0k
Volkswagen	760.0k
Ford	393.0k
HONDA	279.0k
HYUNDAI	274.0k
KIA	224.0k
NISSAN	211.0k
OPEL	195.0k
BMW	190.0k
Audi	174.0k
CHEVROLET	144.0k
Mazda	134.0k
RENAULT	123.0k
Mercedes	121.0k
ISUZU	82.0k
SUZUKI	78.0k
TATA	45.0k

PLUS 94 RESEARCH

Caution: Results are based on a respondent base of only 5016
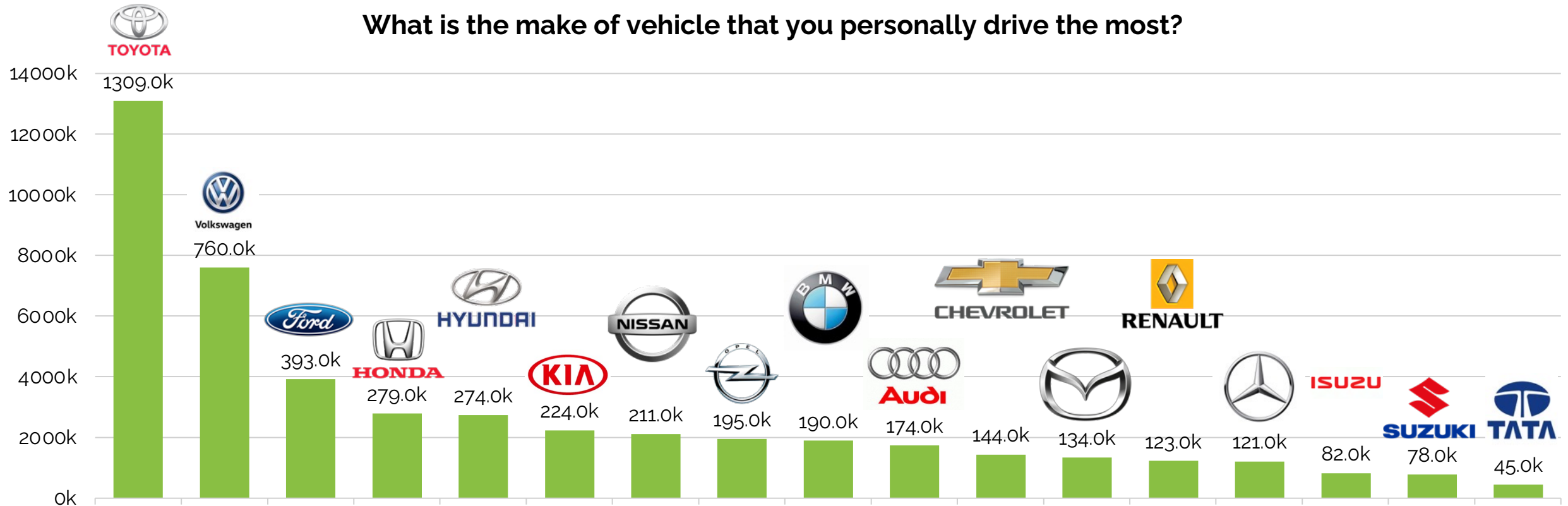
COSMETICS

Cosmetics Purchases

n = 42 573 115

n = 21 399 894

Do you ever purchase cosmetics?

50%

50%

- Yes - No

Where do you usually buy these cosmetic products?

Health/beauty store (Clicks, Dis-Chem)	33%
Supermarket	26%
A specialist cosmetic/perfume store	10%
Private sales	9%
Clothing store (Edgars, Woolworths)	9%
Flea markets/hawkers	4%
Pharmacy/chemist	3%
Online	2%
Other	15%

0%   50%

PLUS 94 RESEARCH

Caution: Results are based on a respondent base of only 5016

THANK YOU