MARKETING RESEARCH FOUNDATION

MAPS TECHNICAL REPORT

July 2025 – June 2026

PLUS 94 RESEARCH

Celebrating 28 Years of Market Research Innovation

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MRF Objectives and Business

The Core Business of the Company

The Marketing Research Foundation (MRF), an independent non-profit company, is tasked with facilitating, co-ordinating, and determining the joint industry consumer research needs of its stakeholders. This is accompanied by the duty to ensure that these needs are met within budget limitations, while maximising the accuracy, representativeness, and modernity of the study.

The community of stakeholders includes marketers, research companies, academic institutions, and other organisations that rely on largescale data for market analysis and decision making.

Main Objectives

The MRF's research content is multifaceted and comprehensive. The resultant data is usable for targeting and segmentation of markets as well as establishing, commissioning, and managing a comprehensive research tool. Characteristic demands on MAPS® relate specifically to valid, reliable, independent, transparent, and continual media, consumer, and product usage research. MAPS® is an objective mirror image of the South African consumer.

Ancillary Objectives

The ancillary objectives of the company are:

1. To co-ordinate joint industry research amongst the advertising, marketing, and media industries.
2. To investigate any research techniques, whether in practice or proposed, and to establish the degree of validity and reliability of the results obtained thereby; to seek improved methods in consumer behaviour and product usage research, and to provide improved tools for targeting and segmentation of markets.
3. To act as a liaison between the advertising, marketing, and media industry and universities and media audience for demographic and product-usage research, as well as tools for targeting and segmentation of markets.
4. To arrange seminars and courses directly or indirectly sponsored by the Marketing Research Foundation on any or all aspects of MAPS® data and the utilisation thereof including tools for market sizing, targeting, and segmentation of markets.
5. To act as mouthpiece of the industry on matters pertaining to marketing, consumer behaviour, and product-usage research as well as the tools for targeting and segmentation of markets.
6. To promote and maintain fair, reasonable, and proper standards of media, consumer behaviour, and product-usage research as well as targeting and segmentation tools.

7. To maintain and augment a library of information concerning media audience, product usage, and related research as well as on tools for targeting and segmentation of markets, and to make it accessible to members and students.

8. To do all such other acts including the publication, in print or electronic format, of books, memoranda, journals, magazines, circulars, reports, and any documents or databases as the Marketing Research Foundation may consider expedient to promote the interests of its members.

9. Likewise, to do all things and carry on any activity related, connected to, or associated with any of the above objects and purposes.

10. To finance the operations of the company by engaging in any relevant, lawful activity that may generate funding for the company.

MRF Management

The responsibility for the management of the MRF affairs rests with a board of directors, representing the members of the foundation. Specific member associations are the Marketing Association of South Africa, the Association for Communication and Advertising, and the Advertising Media Forum. The day-to-day operations of the organisation are discharged under the direction of the chief executive officer (CEO). The CEO reports to the MRF board through the board chairman.

MRF Councils

The MRF board of directors is the highest MRF authority. It consists of directors nominated by all MRF stakeholders, namely marketers and advertising agencies.

Much of the work done by the MRF is guided by a research committee, with work groups and an advisory council. The MRF Research Committee and Advisory Council is involved with guidance and decision making regarding the direction of all research decisions. The Research Committee consists of representatives from the subscriber base and research experts from the broader industry. The Advisory Council consists of research experts from the industry who do not sit on the board or are members of the Research Committee. The committee and council's mandate is to advise the MRF Board on what research should be undertaken and, in instances where the necessary authority has been delegated to it, to decide on technical details. In addition, several research experts serve on this council to advise on market research best practice and ethics.

The MRF Board and the MRF Research Committee and Advisory Council operate on a voluntary basis.

MRF Contractor

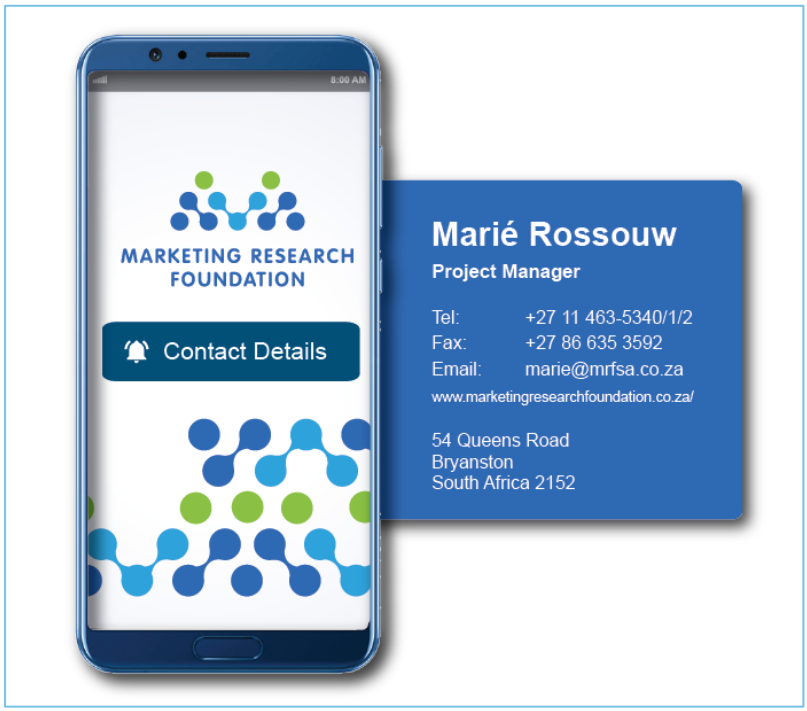
The MRF MAPS® technical report, tabular electronic reports, datafiles, presentations, MAPS® questionnaire, products and activities questionnaire, and other interviewing material, including an interviewer instruction booklet, were prepared by the incumbent research agency Plus 94 Research.

Coverage and Layout of this Technical Report

1. Introduction
2. Special Notes: It is important that this be read before studying the individual electronic reports.
3. Definition of Terms: Particular attention is directed to this section, since correct interpretation of the data in the numerous MAPS® tables naturally depends on a clear understanding of the terms used.
4. Universe: Details of the population sampled are provided.
5. Weighting: MAPS® current weighting scheme and the achieved weighting efficiency.
6. Sampling: The MAPS® sampling method and the actual sample obtained is provided.
7. The Interview: The MAPS® interview is described as well as questionnaire changes implemented.
8. Fieldwork: The fieldwork methods and the results obtained in terms of the original sample attained are discussed. EA substitution details and back-checking statistics.
9. Analysis: This covers the treatment of the data after completion of the interviewing.
10. Segmentation: This covers various segmentation tools including the Living Standards Measure.
11. Confidence Limits: The technical report concludes with the likely margins of error attached to the MAPS® data.
12. Appendix: The MAPS® research instruments [viz., face-to-face questionnaire and leave-behind questionnaire], questionnaire changes/additions, and fieldwork areas covered by the study.

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MARKETING RESEARCH FOUNDATION

Section A:

Introduction and Key Definitions

PLUS 94 RESEARCH

Section A: Introduction and Key Definitions

1.0 Introduction

MAPS® aims to be the consumer-centric barometer of the customer journey, tracking consumption and related product and brand information. The results of the survey are useful in consumer understanding for target marketing and target sizing, and act as the basis for planning media space and time.

The focus of the research is on product and brand consumption, media interaction, and consumer behaviour, but has been expressed broadly as surveys, investigations, and reports to allow for the best methods of collecting and reporting the information to be considered, with a view to establishing:

1. Consumption behaviour relating to purchase, usage, and ownership of products, services, and brands.
2. Comprehensive characteristics of users of products, services, brands, behaviour, and media that can be used for segmentation development, and defining a multitude of target groups, including living standards measures (LSMs), socio-economic measures (SEMs), lifestyles, and psychographics.
3. The usage of media (audience sizes and wide-ranging characteristics, including detailed demographics).

Naming of MRF MAPS® Releases

The descriptors for the various MRF MAPS® releases are as follows:

- The current release is described as MRF MAPS® July 2025 to June 2026. This covers the applicable timeframe.

2.0 Special Notes

1. Age

There is one age question in the MRF MAPS® questionnaire that captures the exact ages of the respondents; there usually is also a proportion of respondents who refuse to give their exact ages. Between July 2020 and December 2022, missing ages for respondents who were not willing to disclose their exact ages were imputed using relevant demographic variables such as age groups of own children. In January 2023, an additional question with five-year age bands was introduced to cater for such respondents. Numeric results are to be read against a targeted annual sample of 20 000 respondents. Only two respondents were not willing to disclose their exact ages (preferred to provide age bands) and all were comfortable with specifying their gender and race during the

MAPS® July 2025 – June 2026 fieldwork period. Midpoints of the chosen age bands were then imputed as the exact ages. For example, a respondent who selects a 30-34 age band is automatically assigned an exact age of 32 years on question PD1 (*Would you mind telling me your exact age?*) upon imputation.

2. Language

For reporting purposes, the language categories are as follows:

Afrikaans	Sesotho	Setswana
English	SiSwati	Tshivenda
IsiNdebele	Xitsonga	IsiZulu
Sepedi	IsiXhosa	Other

Each language code comprises only those respondents claiming that specific language as the language most spoken at home.

3. Population 2025

According to Statistics South Africa's 2025 mid-year population estimates, the total population of South Africa was estimated to be at 63.1 million. Approximately 73.8% (46.585 million) of the population is aged 15 years and older and this defines the universe for the MAPS® study. About 10.5% (6.6 million) is 60 years and older, whereas 26.2% of the population is aged younger than 15 years. The data weighting process for the MAPS® July 2025 – June 2026 release was based on Stats SA's 2025 mid-year population estimates.

4. Radio Listenership

To assist with intermedia comparisons, the "past four weeks", "past seven days", and "yesterday" radio listening questions are incorporated into the MRF MAPS® questionnaire. The radio currency is Broadcast Research Council (BRC) RAM data. BRC RAM is not a product of the MRF and is independently conducted by the BRC.

Radio stations with 40 or more mentions are released individually on the database for commercial, community, and online stations.

Refer to the questionnaire in the Appendix of this report for details of the radio station changes for MRF MAPS® July 2025 – June 2026.

5. MRF MAPS® Research Universe

The research universe is defined as adult males and females aged 15 years and older.

6. TV Viewership

To assist with intermedia comparisons, the "past four weeks", "past seven days", and "yesterday" TV viewing questions are incorporated into the MRF MAPS® questionnaire. The TV currency is BRC TAMS data. BRC TAMS is not a product of the MRF and is independently conducted by the BRC.

The figures for SABC 1, SABC 2, SABC 3, e.tv, M-Net, and community TV reflected in the electronic reports and on the database still reflect total viewership for these stations regardless of the platform through which they are viewed. "Total Community TV" currently includes Soweto TV, Cape Town TV, Bay TV, Tshwane TV, 1KZNTV, and Platinum TV.

TV channels with 40 or more mentions are released individually on the database.

Refer to the questionnaire in the Appendix of this report for details of all TV station/channel changes for MRF MAPS® July 2025 – June 2026.

7. Question R12 of the Face-to-face

Question: *What is your occupation? (What type of work do you do?)*

There were some respondents who listed various elementary jobs that were coded as "general hand worker" in the data.

"General hand worker" refers to the following occupations:

1. General worker
2. Maintenance/recycling/street cleaner/municipal worker
3. Car guard
4. Ordinary labourer
5. Gardener
6. Farmworker

8. Question R17 of the Face-to-face

Please note that the diploma qualification **excludes short courses** as these are covered by options 6 and 7.

1. No schooling
2. Some primary school
3. Primary school completed
4. Some high school
5. Matric (high school completed)
6. Pre-matric certificate

7. Post-matric certificate
8. Diploma
9. Undergraduate degree
10. Postgraduate degree

3.0 Definition of Terms

In a study of this magnitude, it is important that certain user-terms are defined and agreed upon. This has a bearing on how the respondents are filtered. The MRF reserves all rights to provide such definitions and to modify them from time to time as may become necessary. Changes in the definitions are then incorporated into the questionnaire to modify the manner in which respondents are screened and their data interpreted. Below is a summary of the list of working definitions as they are currently used in the survey:

1. Average Issue Readership (AIR)

To qualify as an "average issue" reader of a publication, a respondent must have read or paged through any copy of the title under consideration within a period before the interview which is no longer than the issue period of that title. Furthermore, the respondent must have read or paged through that issue for the first time within that period.

For example, to qualify as an average issue reader of a weekly publication, a respondent must have read or paged through that issue for the first time within the past seven days.

2. Children's Primary Purchase Decision Maker

"Primary purchase decision maker for babies" refers to infants up to 23 months old, and "primary purchase decision maker for children" refers to children from two to 14 years old.

A primary purchase decision maker for children is a person (male or female) who decides upon or chooses the products or services for children. These children can be his/her own children or other children who are dependent on him/her. It does not matter whether these children live with the person who primarily makes decisions for their purchases.

3. Dip

A dip consists of a monthly survey of approximately 1 667 respondents, resulting in 20 000 interviews annually.

4. Dwelling Unit

Structure or part of a structure or group of structures occupied or meant to be occupied by one or more than one household. Includes structure or part of a structure that is vacant and/or under construction but can be lived in at the time of the survey.

5. EA

EA is an abbreviation for an enumeration or enumerator area. It is a pocket-sized piece of a country that is visited by an enumerator during a census. In the MAPS® study, EA maps are made use of by interviewers for ease of identifying the areas selected for the survey.

6. Area Type

The definition of metropolitan areas in the MAPS® study differs from the official metropolitan municipality classification used by Statistics South Africa. According to MAPS® and AfricaScope, metropolitan areas are defined primarily on the basis of contiguous built-up urban development rather than on administrative or municipal boundaries. This means that only the continuously urbanised or densely built-up sections of a metro are classified as metropolitan areas within the study framework.

As a result, peri-urban, semi-rural, or rural areas that may fall within the official boundaries of a metropolitan municipality are excluded from the MAPS® metropolitan classification if they are not part of the continuous urban settlement pattern. The approach is intended to provide a more functionally urban definition of metro areas that better reflects population concentration, urban lifestyles, media access, and consumer behaviour patterns relevant to market research and audience measurement.

Metro: Areas that fall under a **metropolitan municipality as per the official demarcation of municipalities**. The area might be a city, e.g., Johannesburg under the City of Johannesburg Metropolitan Municipality, or a town, e.g., Centurion under the City of Tshwane Metropolitan Municipality, or just a township, e.g., KwaThema in Ekurhuleni Metropolitan Municipality. There are eight metropolitan municipalities and they are as follows:

1. City of Johannesburg Metropolitan Municipality;
2. City of Tshwane Metropolitan Municipality;
3. Ekurhuleni Metropolitan Municipality;
4. eThekwini Metropolitan Municipality;
5. Nelson Mandela Bay Metropolitan Municipality;
6. City of Cape Town Metropolitan Municipality;
7. Mangaung Metropolitan Municipality; and
8. Buffalo City Metropolitan Municipality.

Urban: **Urban areas that fall under a local or district municipality** as per the official demarcation of municipalities. The area might be a large town, e.g., Polokwane under the Polokwane Local Municipality, or a small town, e.g., Krugersdorp under West Rand District Municipality.

Rural: **Farms and traditional areas that fall under a local and district** municipality as per the official demarcation of municipalities.

Stats SA provides a list of areas with classifications showing if an area is urban or rural, or if it falls under a metropolitan municipality or not. Sometimes there are fine margins, hence we carefully define each area type. For example, some areas in Westonaria on the West Rand are classified under "urban" while others fall under "rural". An informal settlement may fall under "metro", "urban", or "rural" as well.

Refer to the Appendix (Section E) of this technical report for more information about area types.

7. Home Language

The respondent is asked for the language they personally speak most often at home. If the respondent cannot decide on one home language, they are asked for the language they spoke most often the previous day.

All 11 official languages are used as breakdowns in the electronic reports as follows:

Afrikaans	Sesotho	Tshivenda
English	SiSwati	IsiXhosa
IsiNdebele	Xitsonga	IsiZulu
Sepedi	Setswana	Other

8. Household

A household consists of a person, or a group of persons, who occupy a common dwelling (or part of it) for at least four days a week and who provide themselves jointly with food and other essentials for living. In other words, they live together as a unit. People who occupy the same dwelling, but who do not share food or other essentials, are enumerated as separate households. For example, people who share a dwelling, but who buy food and eat separately, are counted as separate households. Resident domestic workers and live-in gardeners are, however, excluded and regarded as forming a household of one or more persons.

9. Household Income

"Household income" is defined as the "total monthly income" of the number of "income earners" previously enumerated within the relevant household "before tax and other deductions", but

including "all sources of income, e.g., salaries, pensions, government grants, income from investments, etc."

In the cases of refusal to answer the question, the income is imputed using broader income brackets that were incorporated into the MAPS® face-to-face questionnaire in January 2023. About 4.8% of the respondents refused to provide either their household income or personal income as they deemed this type of question to be of a sensitive nature, while 18.3% of the respondents mentioned that they did not have the knowledge of their household income during the MAPS® July 2025 – June 2026 fieldwork period. Data imputation was implemented to help close this gap in income.

10. Household Purchaser

Any respondent of either gender who claims to be solely or partly responsible for the day-to-day purchases of the household is described as a household purchaser (see the face-to-face questionnaire in the Appendix of this report, question M1).

These respondents are weighted to households and used for analyses on the household FMCG categories.

There may be more than one person who could claim to be a "household purchaser" within any given household, although only one is interviewed.

11. Housing Unit

A unit of accommodation for a household may consist of one structure, or more than one structure, or part of a structure. (Examples of each are a house, a group of rondavels, and a flat.) It may be vacant or occupied by one or more than one household.

12. Income Midpoints

Multiple defined income bands are used to collect monthly gross household and personal income data from respondents using questions R20 and R21 in the MAPS® face-to-face questionnaire. This approach offers respondents an easier way to answer delicate personal questions. To enable the calculation of average or mean income, midpoints based on the selected income bands are then assigned to each respondent. The midpoints are assigned as follows:

Household Income Band	Midpoint
R1-R499	R250
R500-R599	R550
R600-R699	R650
R700-R799	R750
R800-R899	R850
R900-R999	R950

R1 000-R1 099	R1 050
R1 100-R1 199	R1 150
R1 200-R1 399	R1 300
R1 400-R1 599	R1 500
R1 600-R1 999	R1 800
R2 000-R2 499	R2 250
R2 500-R2 999	R2 750
R3 000-R3 999	R3 500
R4 000-R4 999	R4 500
R5 000-R5 999	R5 500
R6 000-R6 999	R6 500
R7 000-R7 999	R7 500
R8 000-R8 999	R8 500
R9 000-R9 999	R9 500
R10 000-R10 999	R10 500
R11 000-R11 999	R11 500
R12 000-R13 999	R13 000
R14 000-R15 999	R15 000
R16 000-R19 999	R18 000
R20 000-R24 999	R22 250
R25 000-R29 999	R27 250
R30 000-R39 999	R35 000
R40 000-R49 999	R45 000
R50 000-R59 999	R55 000
R60 000-R69 999	R65 000
R70 000-R79 999	R75 000
R80 000-R89 999	R85 000
R90 000-R99 999	R95 000
R100 000-R109 999	R105 000
R110 000-R119 999	R115 000
R120 000+	R200 000

Personal Income Band	**Midpoint**
No personal income	R0
R1-R499	R250
R500-R599	R550
R600-R699	R650
R700-R799	R750
R800-R899	R850
R900-R999	R950

R1 000-R1 099	R1 050
R1 100-R1 199	R1 150
R1 200-R1 399	R1 300
R1 400-R1 599	R1 500
R1 600-R1 999	R1 800
R2 000-R2 499	R2 250
R2 500-R2 999	R2 750
R3 000-R3 999	R3 500
R4 000-R4 999	R4 500
R5 000-R5 999	R5 500
R6 000-R6 999	R6 500
R7 000-R7 999	R7 500
R8 000-R8 999	R8 500
R9 000-R9 999	R9 500
R10 000-R10 999	R10 500
R11 000-R11 999	R11 500
R12 000-R13 999	R13 000
R14 000-R15 999	R15 000
R16 000-R19 999	R18 000
R20 000-R24 999	R22 250
R25 000-R29 999	R27 250
R30 000-R39 999	R35 000
R40 000-R49 999	R45 000
R50 000-R59 999	R55 000
R60 000-R69 999	R65 000
R70 000-R79 999	R75 000
R80 000+	R150 000

13. Internet

The Internet is introduced to respondents as an alternative means of communication, and that it can be accessed using a computer, cellular phone, or another Internet-enabled device.

14. Large Item Decision Maker

To analyse the incidence, usage, and purchase of large household items, a male or female respondent who claims to be the head of the household or who claims to be solely or partly responsible for the household purchases is described as a “large item decision maker”.

15. Level of Education

Respondents still undergoing full-time education are coded according to the level achieved as at the date of the interview.

16. Life Stages

Seven personal life stage groups are used as a breakdown and are included on the database. A description of these groups follows. (Unless otherwise stated, a child is under 21 years of age.)

Young Singles

1. Up to 34 years old;
2. Not married or not living together; and
3. Does not have any dependent children in the household (own or other children) that the respondent is responsible for.

Mature Singles

1. 35+ years old;
2. Not married or not living together; and
3. Does not have any dependent children in the household (own or other children) that the respondent is responsible for.

Young Couples

1. Up to 49 years old;
2. Married or living together; and
3. No dependent children in the household (own or other children) that they are responsible for.

Mature Couples

1. 50+ years old;
2. Married or living together; and
3. No dependent children in the household (own or other children) that they are responsible for.

Young Family

1. Married or living together; and
2. With at least one dependent child under 13 years in the household (own or other children) that they are responsible for.

Single-parent Family

1. Not married or not living together; and
2. With dependent children in the household (own or other children) that they are responsible for.

Mature Family

1. Married or living together; and
2. With no dependent children under 13 years in the household (own or other children) that they are responsible for, but with dependent children over the age of 13 years in the household.

17. Mothers with Children

"With babies" refers to infants up to 23 months old. "With children" refers to children in the age group from 24 months to 14 years.

18. Multiple Households

Two or more households living in the same dwelling unit.

19. Occupation

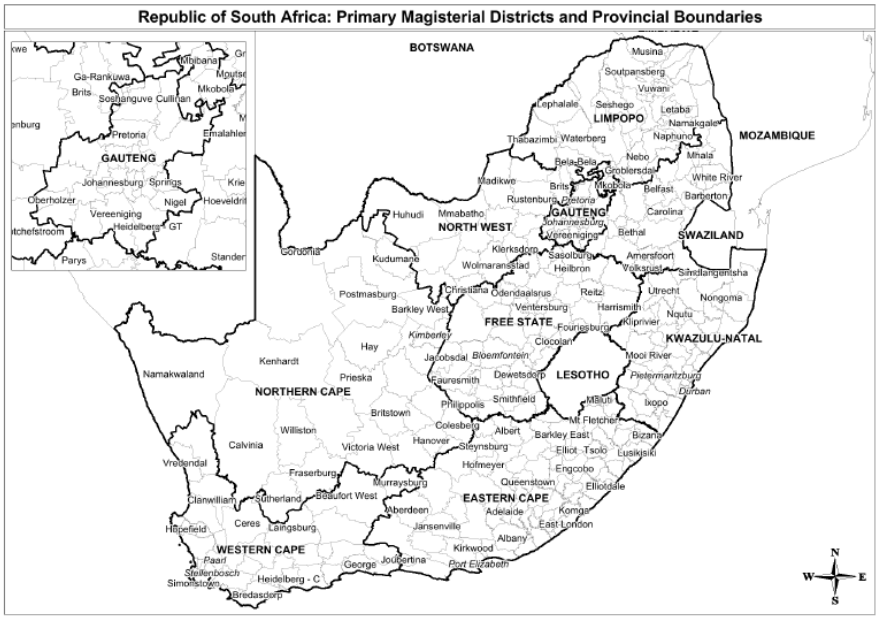
The occupation of respondents who work full-time or part-time or are self-employed is classified according to Stats SA's "Standard Classification of Occupations" (Report 09-90-01) down to the level of unit groups (three-character codes). These appear on the database. (See Appendix of this report.) Note that the abbreviation "n.e.c." used throughout the occupation classification list stands for "not elsewhere classified".

20. Out of Home

"Out of Home" media exposure covers billboards, digital screens, branding on the inside and outside of buses and taxis, signs on building wraps/construction site wraps, dustbins, and street poles. Travel outside of home is measured by duration, destination, and mode of travel.

21. Province

The nine province boundaries used in the MAPS® sample coincide with those of Stats SA. The following map shows the boundaries of the provinces in terms of magisterial districts.



22. Radio Listening

"Radio listening" refers to personally listening to all or part of a programme on a radio, computer, cell phone, television, satellite service, or any other device. The location where the listening took place is not relevant.

While the MAPS® study measures radio audience via one of its research instruments, it is critical to note that the Broadcast Research Council Radio Audience Measurement (BRC RAM) is a media-buying currency.

23. Readership

All references to numbers of readers imply estimates of the "average issue readership" of the publication concerned.

24. Read or Paged Through

To have "read or paged through" is explained to the respondent as meaning that he/she has "... read or paged through all or part of a copy, including any of the separate parts, sections, or supplements that may come with it. It does not matter if it was an own copy or someone else's copy, or where it was read or paged through. It also does not matter if it was purchased personally or purchased by someone else, or whether it was received free of charge at home or elsewhere."

25. South African Population

The total population of the country is based on the official population according to Stats SA. Stats SA is currently using the cohort-component methodology to estimate the mid-year

population. This refers to the population as it stands during the month of June. The adjusted population estimates are released by Stats SA in July of each year.

26. TV Viewing

"TV viewing" is defined as "... you personally have watched all or part of a programme. It does not matter where it was watched. This could be at home or elsewhere."

Note that the currency for TV viewing is as defined by BRC TAMS.

27. Working Life

Unemployed: Any person that does not have a job and is actively looking for employment (this also includes individuals that have never worked before and are actively looking for jobs, e.g., matric graduate job seekers, university graduate job seekers, etc.).

Not working: Discouraged work seekers who are no longer actively looking for employment or anyone who is not actively looking for employment (this excludes housewives/househusbands, students, and retired people, as these categories have their own pre-codes [classification] in the questionnaire).

It should be noted that MAPS® measures all income-earning respondents, regardless of whether their income is generated through formal employment, informal employment, self-employment, or other forms of economic activity.

MARKETING RESEARCH FOUNDATION

Section B:

Research Universe, Weighting, and Sample

PLUS 94 RESEARCH

Section B: Research Universe, Weighting, and Sample

4.0 Universe

The target population for the research is individuals aged 15 years and older in South Africa. The following was used to filter the broad audience base of the respondents:



- Gender: Both males and females
- Race: All racial groups
- Area: National (all nine provinces)

Population 2025

According to Statistics South Africa's 2025 mid-year population estimates, the total population of South Africa was estimated to be at 63.1 million. Approximately 73.8% (46.585 million) of the population is aged 15 years and older and this defines the universe for the MAPS® study. About 10.5% (6.6 million) is 60 years and older, whereas 26.2% of the population is aged younger than 15 years. The data weighting process for the MAPS® July 2025 – June 2026 release was based on Stats SA's 2025 mid-year population estimates.

The table below summarises the adult population in the nine provinces based on Statistics South Africa's 2025 mid-year population estimates:

Province	Adult Population (15 years+)	% of Population
Eastern Cape	4 947 546	11%
Free State	2 236 321	5%
Gauteng	12 565 427	27%
KwaZulu-Natal	8 719 622	19%
Limpopo	4 344 969	9%
Mpumalanga	3 729 778	8%
Northern Cape	992 650	2%
North West	3 071 345	7%
Western Cape	5 977 775	13%
Total	**46 585 439**	**100%**

Gender (15 years+)

Gender	Count	Percentage (%)
Female	24 065 025	52%
Male	22 520 414	48%
Total	**46 585 439**	**100%**

Race (15 years+)

Race	Count	Percentage (%)
Black African	37 219 604	80%
Coloured	3 901 341	8%
Indian/Asian	1 383 760	3%
White	4 080 734	9%
Total	**46 585 439**	**100%**

Source: Statistics South Africa, Statistical Release P0302, Mid-year population estimates

5.0 Weighting, Benchmarking, and Weighting Efficiency

Current Weighting Scheme

The sample data is benchmarked against the South African population of 15 years and older. The Statistics South Africa (Stats SA) mid-year population estimates are used for this benchmarking process. Previously (from July 2020 to December 2024), the weighting scheme for the MAPS® data incorporated age, gender, race, province, area type, and employment status as weighting variables. However, as of January 2025 the employment status variable was removed from the weighting scheme as per the recommendations obtained from the 3m3a auditors and the Marketing Research Foundation (MRF).

Stats SA does not provide mid-year estimates for the area type (viz., metro, urban, and rural) split. Therefore, a demographer from AfricaScope estimates the area type split and the racial distribution per province, which are critical in the benchmarking process. Benchmarking using household population totals by province is conducted to provide household weights. The weighting is done based

on fixed five-year age bands, four race groups, the male or female gender, three area types, the nine provinces, and level of education.

RIM Weighting Using the ANESrake Approach

RIM (random iterative method) weighting was run using the ANESrake package in R https://cran.r-project.org/web/packages/anesrake/anesrake.pdf. This is a package used by the American National Election Studies in a number of other weighting setups, mostly because it is easy to use and well documented. The resultant weights were projected so that it summed up to the national population (46 585 439).

Weighting data is a crucial step in survey analysis to ensure representative results. In some cases, there may be insufficient sample sizes within certain subgroups of the population. To address this issue and improve weighting efficiencies, the RIM weighting technique was employed for the MRF MAPS® July 2025 – June 2026 data release. This approach, implemented using the ANESrake package in R, allows for the interlacing and collapsing of certain weighting variables, such as age, gender, race, education level, area type, and province. Interlacing variables refers to combining or interweaving certain weighting variables when insufficient sample sizes are available within particular subgroups of the population. By interlacing variables such as age, gender, race, education level, area type, and province, the RIM weighting process can capture the joint distribution of these variables more effectively.

RIM Weighting Process

The RIM weighting technique is used to generate accurate weights that align the sample with the target population. The ANESrake package in R provides a user-friendly implementation of this method. The steps involved in the RIM weighting process using ANESrake are as follows:

1. Identify the Target Population: Define the population that the survey aims to represent accurately. This population is often characterised by demographic and geographic variables, such as age, gender, race, education level, area type, and province.

2. Calculate Population Totals: Obtain population totals for each combination of the identified weighting variables from external data sources, such as census or survey data. These population totals represent the known distribution of the target population.

3. Prepare the Survey Data: Ensure that the survey data includes the required variables for weighting, aligning them with the identified weighting variables in the target population. While it is necessary to incorporate all the specified variables in the weighting process, it is important to note that attempting to align the data to every single variable may lead to excessive strain on certain weights, resulting in

extremely small or large values. Therefore, depending on the structure of the data, it may be appropriate to exclude certain variables from the weighting procedure.

4. Initialise the Weighting Process: Set an initial set of weights for each survey respondent. These initial weights are usually set to 1.

5. Start Iterative Process: Begin the iterative process to update the weights based on the target population distribution. The ANESrake package employs an iterative proportional fitting (raking) algorithm to adjust the weights.

6. Perform Iterative Proportional Fitting: In each iteration, ANESrake adjusts the weights to minimise the differences between the survey data and the target population distribution. The package uses the raking algorithm, which iteratively redistributes the weights based on the joint distribution of the weighting variables.

7. Assess Convergence: Monitor the convergence of the iterative process to ensure stability in the weights. The process typically continues until a predetermined convergence criterion is met.

8. Finalise the Weights: Once the iterative process converges, the final weights are obtained. These weights represent the adjusted values that align the survey data with the target population.

Achieved Weighting Efficiency

High weighting efficiencies in survey data analysis offer several advantages, ensuring accurate representation and reliable results. The benefits of high weighting efficiencies include improved representativeness, reduced bias, enhanced precision, and robust statistical analysis. It is generally recommended to aim for a minimum weighting efficiency of 70% to maintain data quality and integrity. This minimum threshold ensures that the weighted data adequately reflects the target population. The overall individual efficiency achieved for the MAPS® July 2025 – June 2026 data was 73.81%. It was above the expected minimum individual efficiency of 70%.

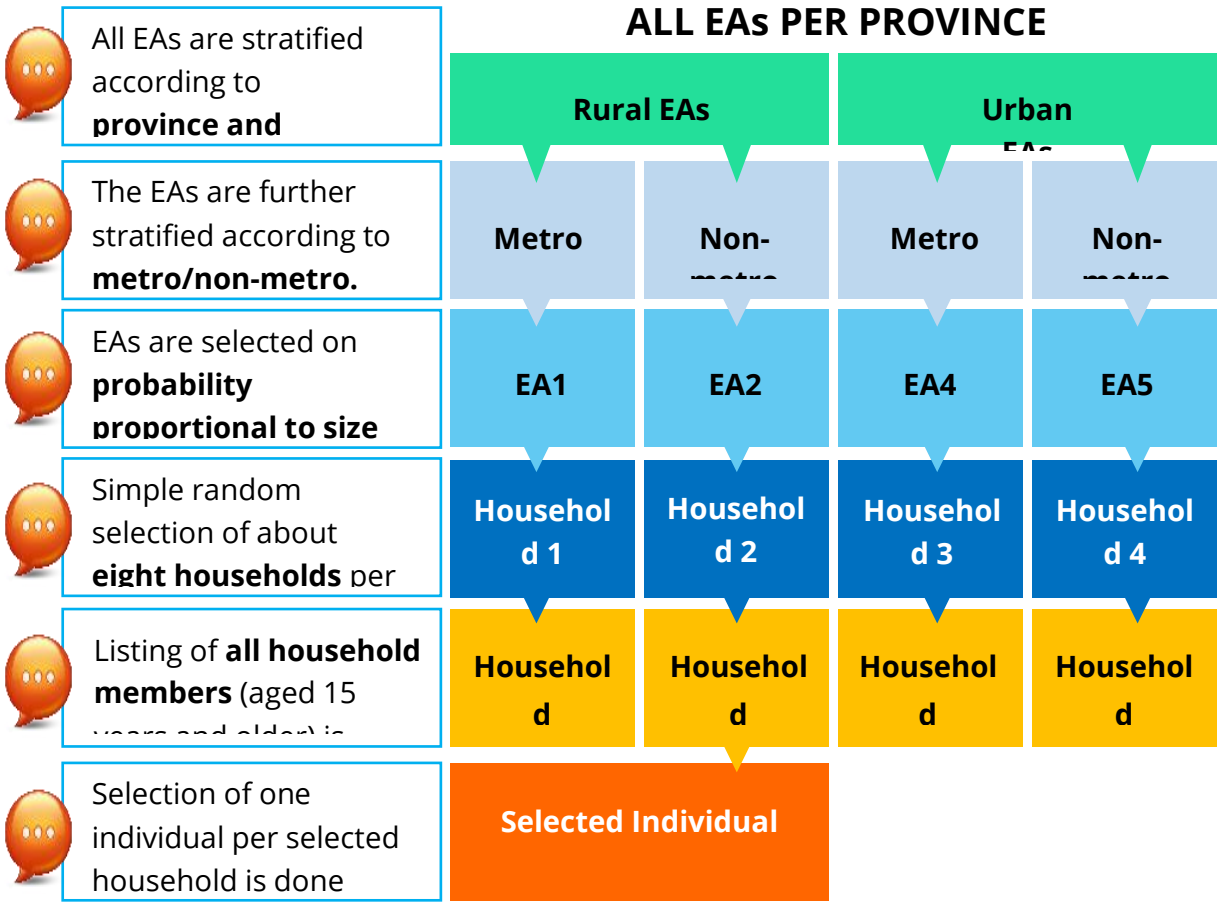
Province	**Achieved Individual Weighting Efficiency (%)**	**Achieved Household Weighting Efficiency (%)**
Eastern Cape	75.94%	100%
Free State	41.87%	100%
Gauteng	84.73%	100%
KwaZulu-Natal	78.69%	100%
Limpopo	78.98%	100%
Mpumalanga	72.43%	100%
North West	79.72%	100%
Northern Cape	60.35%	100%
Western Cape	64.87%	100%
Overall	73.81%	98.69%

The provincial weighting efficiencies reflect the extent of calibration required to align the achieved sample with population benchmarks across age, gender, race and settlement type. In the Free State, adjustments focused particularly on increasing the contribution of Black African respondents in rural areas. In the Northern Cape, calibration strengthened rural and White population representation, while the Western Cape required adjustments across demographic groups and metropolitan, urban and rural areas. Smaller respondent numbers in some calibration cells also contributed to greater variation in individual weights. These adjustments supported closer alignment with the population benchmarks, with an associated trade-off in weighting efficiency.

6.0 Sample

Sampling Methodology

The sampling methodology is area-stratified, multi-stage probability sampling. The Stats SA 2022 census data enumeration areas (EAs) are used as the sampling frame. EAs are drawn using a "probability proportional to population size" (PPS) approach. The EAs are the primary sampling units (PSUs), and the households are the secondary sampling units (SSUs). The stratification is based on the number of households per strata (province, rural/urban, metro/non-metro). The image below illustrates the sampling procedure for the MAPS® study:



EAs that were 100% in the military barracks were removed from the sampling frame before selection. Prisons, hospitals, industrial areas, cemeteries, and resorts were excluded from the survey. EAs that constitute these areas were only included if there was a residential component in the EA.

Professor Khangelani Zuma was responsible for drawing the EA sample for the MAPS® study. Under his guidance, AfricaScope provided Plus 94 Research with the EA maps based on the drawn EA sample. Each map had 12 household locations/points that were randomly selected and assigned numbers from 1 to 12 along with the exact GPS co-ordinates for each point. Plus 94 Research fieldworkers were required to interview eight respondents from households 1 to 8 in each EA if there was no household replacement in an EA. The other four additional points (labelled 9, 10, 11, and 12) were used as replacement households where refusals were encountered with any of the respondents from households 1 to 8. To ensure a wide geographic spread of points, all the randomly selected 12 points within an EA were physically spaced to such an extent that the majority of the enumeration area was satisfactorily covered. The spread also ensured that all possible demographic profiles of respondents in every EA had a fair chance of participating in the MAPS® study. Refer to the Appendix of this report to obtain finer details on the areas (province, district, municipality, main place name, sub-place name, and area type [viz., metro, urban, and rural]) that were covered by the MAPS® study between July 2025 and June 2026.

Half of the total sample of the MAPS® face-to-face interview respondents were expected to complete the leave-behind questionnaire.

Disproportional Stratified Sample

Disproportional stratified sampling is a stratified sampling procedure in which the number of elements sampled from each stratum is not proportional to their representation in the total population. Population elements are not given an equal chance to be included on the sample. This sampling procedure helps improve precision at stratum (reporting domain) level by increasing sample size/allocation to smaller strata and decreasing the sample size to larger strata. In order to ensure a disproportionate sample for the MAPS® study, the sample is structured as follows, taking into account the multi-stage stratified sampling approach:

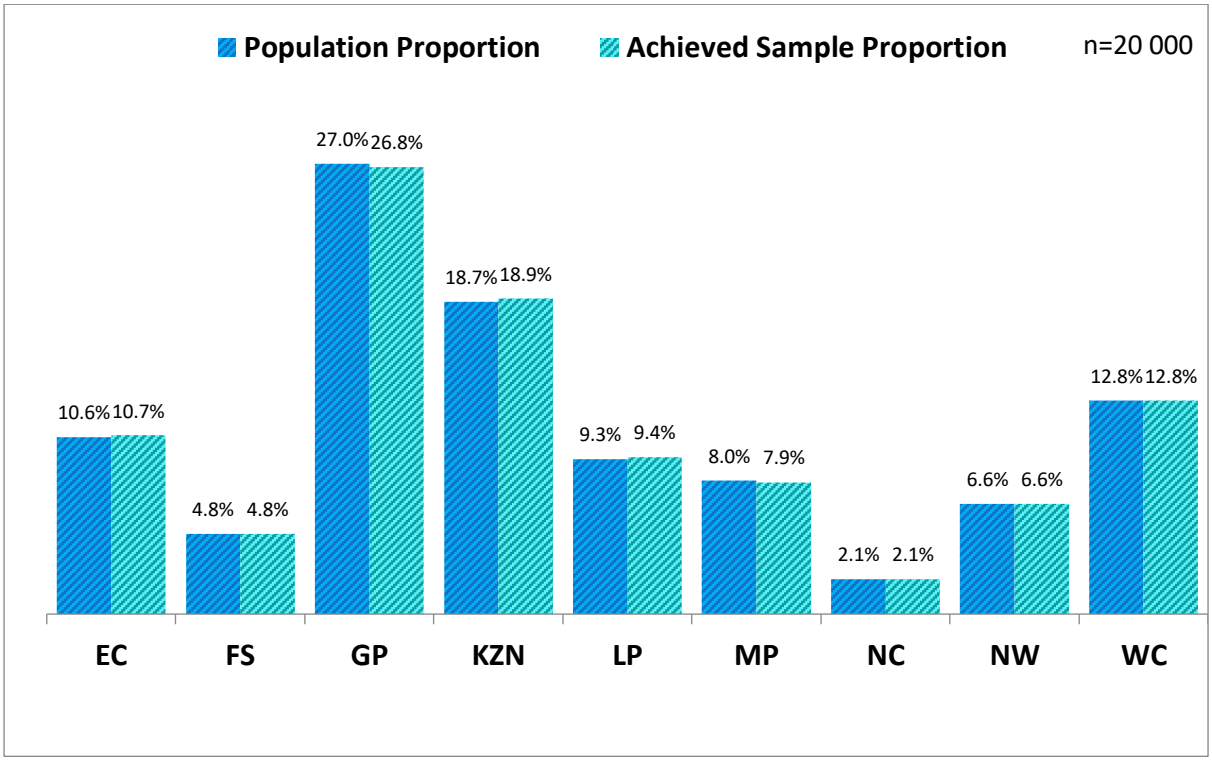
a) 50% metro area EAs

b) 30% large, medium, and small urban EAs

c) 20% rural EAs

A disproportionate stratified sample was applied in order to boost samples in urban and metro areas.

Population vs. Achieved Sample Proportions



National Sample Profile

	July 2025 to June 2026 [Unweighted Data]								Total
	Jul – Sept '25	%	Oct – Dec '25	%	Jan – Mar '26	%	Apr – Jun '26		
Total	5 000	25%	5 000	25%	5 000	25%	5 000	25%	20 000
Female	2 563	51%	2 569	51%	2 549	51%	2 526	51%	10 207
Male	2 437	49%	2 431	49%	2 451	49%	2 474	49%	9 793
Black	3 856	77%	3 787	76%	3 817	76%	3 788	76%	15 248
White	571	11%	443	9%	469	9%	566	11%	2 049
Indian/Asian	114	2%	190	4%	138	3%	148	3%	590
Coloured	459	9%	580	12%	576	12%	498	10%	2 113
15-24	1 033	21%	978	20%	953	19%	959	19%	3 923
25-34	1 403	28%	1 350	27%	1 379	28%	1 385	28%	5 517
35-44	1 241	25%	1 176	23%	1 174	23%	1 231	25%	4 822
45-54	620	12%	676	13%	711	14%	687	14%	2 694
55-64	393	8%	453	9%	471	9%	444	9%	1 761
65-74	245	5%	284	6%	238	5%	229	5%	996
75+	65	1%	83	2%	74	2%	65	1%	287

Sample Profile [Eastern Cape]

	July 2025 to June 2026 [Unweighted Data]								Total
	Jul – Sept '25	%	Oct – Dec '25	%	Jan – Mar '26	%	Apr – Jun '26	%	
Total	536	25%	544	25%	536	25%	528	25%	2 144
Female	294	55%	295	54%	278	52%	267	51%	1 134
Male	242	45%	249	46%	258	48%	261	49%	1 010
Black	457	85%	466	86%	432	81%	413	78%	1 768
White	23	4%	16	3%	25	5%	54	10%	118
Indian/Asian	0	0%	0	0%	1	0%	0	0%	1
Coloured	56	10%	62	11%	78	15%	61	12%	257
15-24	69	13%	85	16%	80	15%	83	16%	317
25-34	130	24%	142	26%	117	22%	139	26%	528
35-44	135	25%	120	22%	145	27%	117	22%	517
45-54	93	17%	83	15%	98	18%	94	18%	368
55-64	59	11%	62	11%	60	11%	55	10%	236
65-74	38	7%	42	8%	27	5%	34	6%	141
75+	12	2%	10	2%	9	2%	6	1%	37

Sample Profile [Free State]

	July 2025 to June 2026 [Unweighted Data]								Total
	Jul – Sept '25	%	Oct – Dec '25	%	Jan – Mar '26	%	Apr – Jun '26	%	
Total	240	25%	240	25%	240	25%	240	25%	960
Female	122	51%	123	51%	121	50%	121	50%	487
Male	118	49%	117	49%	119	50%	119	50%	473
Black	218	91%	190	79%	202	84%	200	83%	810
White	5	2%	39	16%	21	9%	30	13%	95
Indian/Asian	0	0%	0	0%	0	0%	0	0%	0
Coloured	17	7%	11	5%	17	7%	10	4%	55
15-24	30	13%	27	11%	34	14%	25	10%	116
25-34	67	28%	57	24%	55	23%	55	23%	234
35-44	68	28%	55	23%	47	20%	48	20%	218
45-54	27	11%	41	17%	36	15%	41	17%	145
55-64	26	11%	29	12%	35	15%	42	18%	132
65-74	17	7%	22	9%	24	10%	20	8%	83
75+	5	2%	9	4%	9	4%	9	4%	32

Sample Profile [Gauteng]

	July 2025 to June 2026 [Unweighted Data]								Total
	Jul – Sept '25	%	Oct – Dec '25	%	Jan – Mar '26	%	Apr – Jun '26	%	
Total	1 336	25%	1 344	25%	1 336	25%	1 344	25%	5 360
Female	684	51%	688	51%	692	52%	684	51%	2 748
Male	652	49%	656	49%	644	48%	660	49%	2 612
Black	1 027	77%	1 042	78%	1 010	76%	1 022	76%	4 101
White	136	10%	160	12%	195	15%	224	17%	715
Indian/Asian	15	1%	41	3%	14	1%	17	1%	87
Coloured	158	12%	101	8%	117	9%	81	6%	457
15-24	346	26%	313	23%	298	22%	304	23%	24%
25-34	370	28%	347	26%	347	26%	324	24%	26%
35-44	321	24%	314	23%	319	24%	345	26%	24%
45-54	154	12%	173	13%	182	14%	188	14%	13%
55-64	90	7%	106	8%	108	8%	112	8%	8%
65-74	43	3%	64	5%	63	5%	63	5%	4%
75+	12	1%	27	2%	19	1%	8	1%	1%

Sample Profile [KwaZulu-Natal]

	July 2025 to June 2026 [Unweighted Data]								Total
	Jul – Sept '25	%	Oct – Dec '25	%	Jan – Mar '26	%	Apr – Jun '26	%	
Total	952	25%	944	25%	944	25%	936	25%	3 776
Female	481	51%	493	52%	493	52%	467	50%	1 934
Male	471	49%	451	48%	451	48%	469	50%	1 842
Black	725	76%	735	78%	752	80%	723	77%	2 935
White	109	11%	39	4%	53	6%	67	7%	268
Indian/Asian	95	10%	143	15%	114	12%	131	14%	483
Coloured	23	2%	27	3%	25	3%	15	2%	90
15-24	152	16%	172	18%	156	17%	161	17%	641
25-34	276	29%	285	30%	297	31%	269	29%	1 127
35-44	245	26%	219	23%	207	22%	250	27%	921
45-54	111	12%	117	12%	143	15%	115	12%	486
55-64	82	9%	85	9%	85	9%	82	9%	334
65-74	68	7%	54	6%	45	5%	44	5%	211
75+	18	2%	12	1%	11	1%	15	2%	56

Sample Profile [Limpopo]

	July 2025 to June 2026 [Unweighted Data]								Total
	Jul – Sept '25	%	Oct – Dec '25	%	Jan – Mar '26	%	Apr – Jun '26	%	
Total	464	25%	464	25%	472	25%	472	25%	1 872
Female	232	50%	233	50%	239	51%	235	50%	939
Male	232	50%	231	50%	233	49%	237	50%	933
Black	443	95%	425	92%	447	95%	442	94%	1 757
White	21	5%	39	8%	25	5%	30	6%	115
Indian/Asian	0	0%	0	0%	0	0%	0	0%	0
Coloured	0	0%	0	0%	0	0%	0	0%	0
15-24	119	26%	98	21%	85	18%	93	20%	395
25-34	137	30%	120	26%	142	30%	152	32%	551
35-44	99	21%	115	25%	108	23%	109	23%	431
45-54	52	11%	59	13%	65	14%	65	14%	241
55-64	35	8%	40	9%	50	11%	32	7%	157
65-74	20	4%	25	5%	20	4%	13	3%	78
75+	2	0%	7	2%	2	0%	8	2%	19

Sample Profile [Mpumalanga]

	July 2025 to June 2026 [Unweighted Data]								Total
	Jul – Sept '25	%	Oct – Dec '25	%	Jan – Mar '26	%	Apr – Jun '26	%	
Total	392	25%	392	25%	400	25%	400	25%	1 584
Female	207	53%	186	47%	181	45%	206	51%	780
Male	185	47%	206	53%	219	55%	194	49%	804
Black	371	95%	363	93%	368	92%	369	92%	1 471
White	21	5%	27	7%	25	6%	31	8%	104
Indian/Asian	0	0%	1	0%	6	2%	0	0%	7
Coloured	0	0%	1	0%	1	0%	0	0%	2
15-24	79	20%	71	18%	88	22%	78	20%	316
25-34	106	27%	111	28%	146	37%	130	33%	493
35-44	113	29%	115	29%	96	24%	113	28%	437
45-54	49	13%	43	11%	32	8%	41	10%	165
55-64	26	7%	30	8%	22	5%	25	6%	103
65-74	15	4%	17	4%	14	4%	11	3%	57
75+	4	1%	5	1%	2	0%	2	0%	13

Sample Profile [Northern Cape]

	July 2025 to June 2026 [Unweighted Data]								Total
	Jul – Sept '25	%	Oct – Dec '25	%	Jan – Mar '26	%	Apr – Jun '26	%	
Total	104	25%	104	25%	104	25%	104	25%	416
Female	53	51%	51	49%	58	56%	51	49%	213
Male	51	49%	53	51%	46	44%	53	51%	203
Black	52	50%	40	38%	58	56%	47	45%	197
White	3	3%	0	0%	0	0%	6	6%	9
Indian/Asian	0	0%	0	0%	0	0%	0	0%	0
Coloured	49	47%	64	62%	46	44%	51	49%	210
15-24	13	13%	21	20%	17	16%	13	13%	64
25-34	25	24%	27	26%	30	29%	26	25%	108
35-44	30	29%	28	27%	26	25%	15	14%	99
45-54	18	17%	16	15%	13	13%	29	28%	76
55-64	12	12%	8	8%	13	13%	10	10%	43
65-74	6	6%	3	3%	2	2%	10	10%	21
75+	0	0%	1	1%	3	3%	1	1%	5

Sample Profile [North West]

	July 2025 to June 2026 [Unweighted Data]								Total
	Jul – Sept '25	%	Oct – Dec '25	%	Jan – Mar '26	%	Apr – Jun '26	%	
Total	336	26%	328	25%	328	25%	336	25%	1 328
Female	166	49%	161	49%	166	51%	172	51%	665
Male	170	51%	167	51%	162	49%	164	49%	663
Black	291	87%	292	89%	295	90%	320	95%	1 198
White	33	10%	22	7%	25	8%	11	3%	91
Indian/Asian	4	1%	5	2%	0	0%	0	0%	9
Coloured	8	2%	9	3%	8	2%	5	2%	30
15-24	54	16%	39	12%	43	13%	64	19%	200
25-34	86	26%	76	23%	77	24%	99	30%	338
35-44	82	24%	64	20%	85	26%	74	22%	305
45-54	51	15%	63	19%	57	17%	37	11%	208
55-64	36	11%	42	13%	40	12%	31	9%	149
65-74	21	6%	35	11%	16	5%	20	6%	92
75+	6	2%	9	3%	10	3%	11	3%	36

Sample Profile [Western Cape]

	July 2025 to June 2026 [Unweighted Data]								Total
	Jul – Sept '25	%	Oct – Dec '25	%	Jan – Mar '26	%	Apr – Jun '26	%	
Total	640	25%	640	25%	640	25%	640	25%	2 560
Female	324	51%	339	53%	321	50%	323	50%	1 307
Male	316	49%	301	47%	319	50%	317	50%	1 253
Black	272	43%	234	37%	253	40%	252	39%	1 011
White	220	34%	101	16%	100	16%	113	18%	534
Indian/Asian	0	0%	0	0%	3	0%	0	0%	3
Coloured	148	23%	305	48%	284	44%	275	43%	1 012
15-24	171	27%	152	24%	152	24%	138	22%	613
25-34	206	32%	185	29%	168	26%	191	30%	750
35-44	148	23%	146	23%	141	22%	160	25%	595
45-54	65	10%	81	13%	85	13%	77	12%	308
55-64	27	4%	51	8%	58	9%	55	9%	191
65-74	17	3%	22	3%	27	4%	14	2%	80
75+	6	1%	3	0%	9	1%	5	1%	23

Achieved Sample: Interviews

Province	4 July 2025 – 29 June 2026		
	Target Sample	Achieved Sample	Variance
Eastern Cape	2 144	2 144	0%
Free State	960	960	0%
Gauteng	5 360	5 360	0%
KwaZulu-Natal	3 776	3 776	0%
Limpopo	1 872	1 872	0%
Mpumalanga	1 584	1 584	0%
North West	1 328	1 328	0%
Northern Cape	416	416	0%
Western Cape	2 560	2 560	0%
Total	20 000	20 000	

There was no variance between the target and achieved sample proportions for any of the provinces. Note that the variance is obtained as follows: For example, for Eastern Cape: Achieved sample % - Target sample % = [(2144/20000) - (2144/20000)] x 100%.

Achieved Sample: Fully Completed Leave-behind Questionnaires

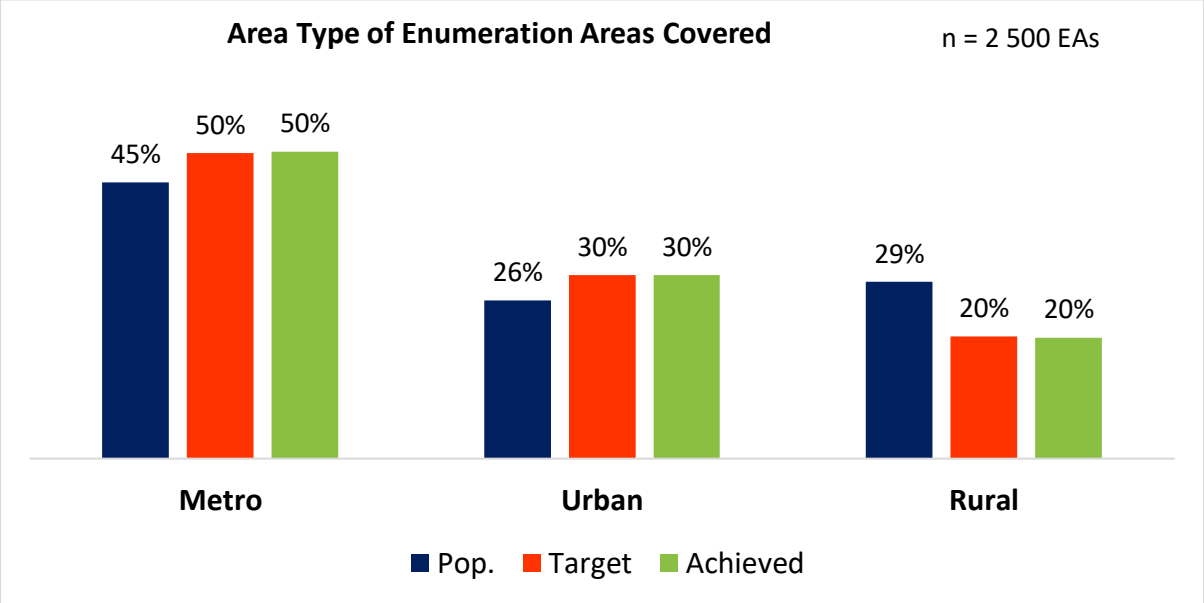
Province	4 July 2025 – 29 June 2026				
	Target	No. of Paper Leave-behind Questionnaires Collected and Processed	No. of Online Leave-behind Questionnaires Submitted	Total No. of Leave-behind Questionnaires Collected	Deficit (%)
Eastern Cape	1 072	951	141	1 092	-
Free State	480	522	158	680	-
Gauteng	2 680	2 574	268	2 842	-
KwaZulu-Natal	1 888	2 037	399	2 436	-
Limpopo	936	1 011	129	1 140	-
Mpumalanga	792	828	146	974	-
North West	664	733	133	866	-
Northern Cape	208	208	37	245	-
Western Cape	1 280	1 239	274	1 513	-
Total	10 000	10 103	1 685	11 788	

Respondents who opted to complete the online leave-behind questionnaires were presented with two split versions: one focused on product usage/purchase/consumption and the other on consumer behaviour and activities. Respondents were asked to complete both versions; some completed both, while others completed only one. As shown in the table above, 1 685 respondents completed both versions, while 1 117 completed only one version, as reflected in the table below. Of these, 647 completed the product-based leave-behind split and 470 completed the consumer behaviour-based leave-behind split.

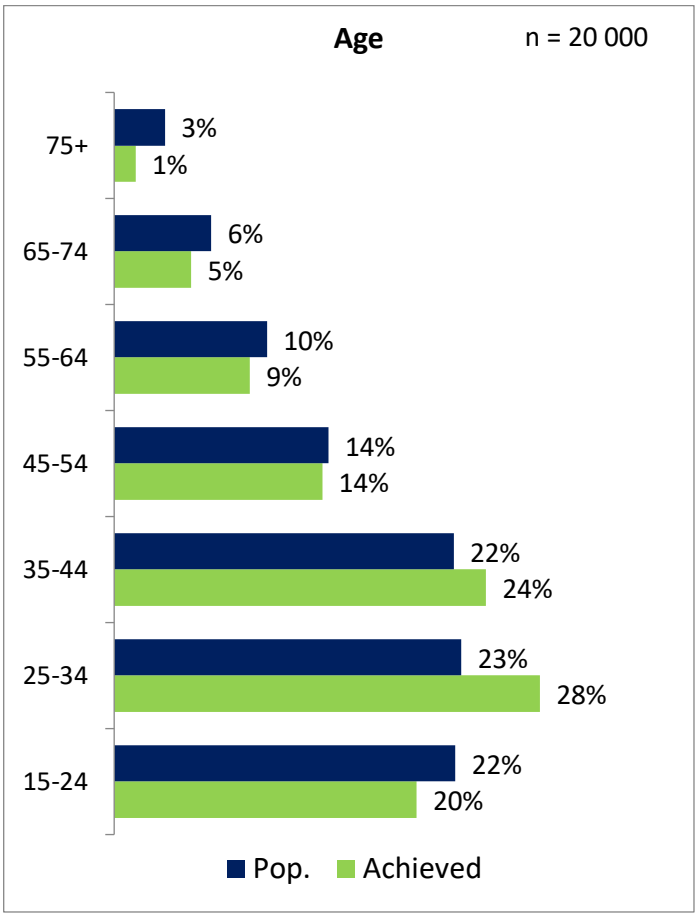
Achieved Sample: Online Split Leave-behind Questionnaires

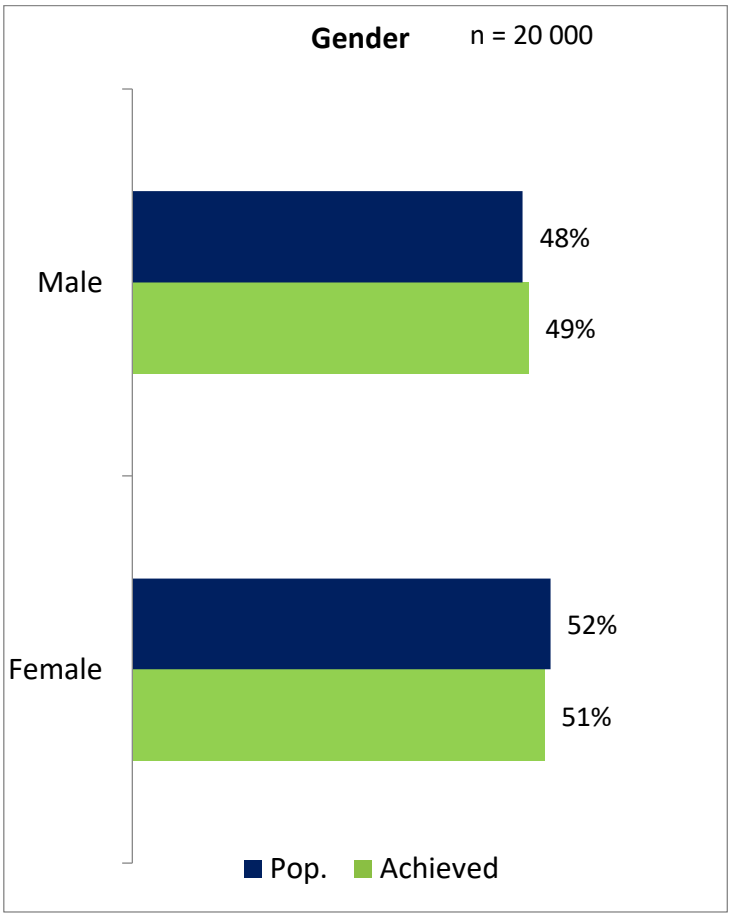
Province	4 July 2025 – 29 June 2026		
	No. of Online Product-based Leave-behind Questionnaire Splits Submitted	No. of Online Consumer Behaviour-based Leave-behind Questionnaire Splits Submitted	Total No. of Online Leave-behind Questionnaire Splits Processed
Eastern Cape	68	46	114
Free State	34	28	62
Gauteng	132	60	192
KwaZulu-Natal	202	96	298
Limpopo	66	46	112
Mpumalanga	27	58	85
North West	41	24	65
Northern Cape	10	10	20
Western Cape	67	102	169
Total	647	470	1 117

Area Distribution

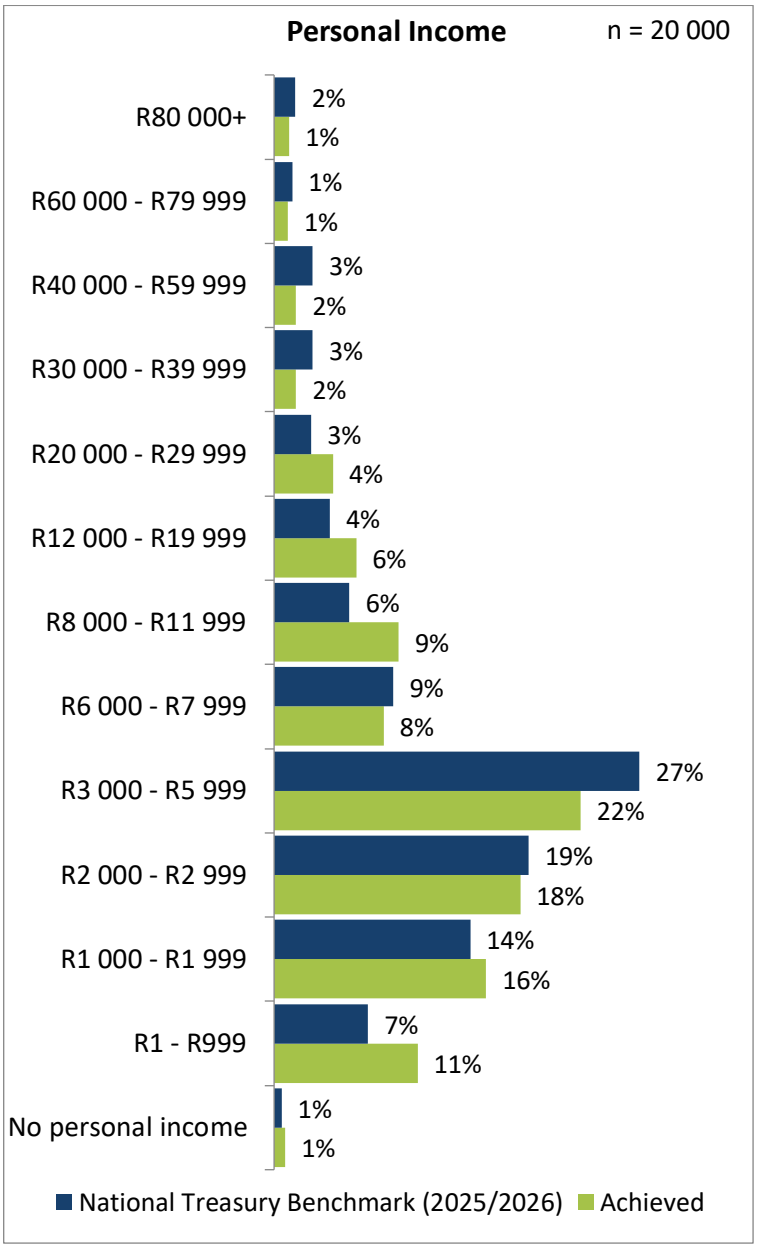


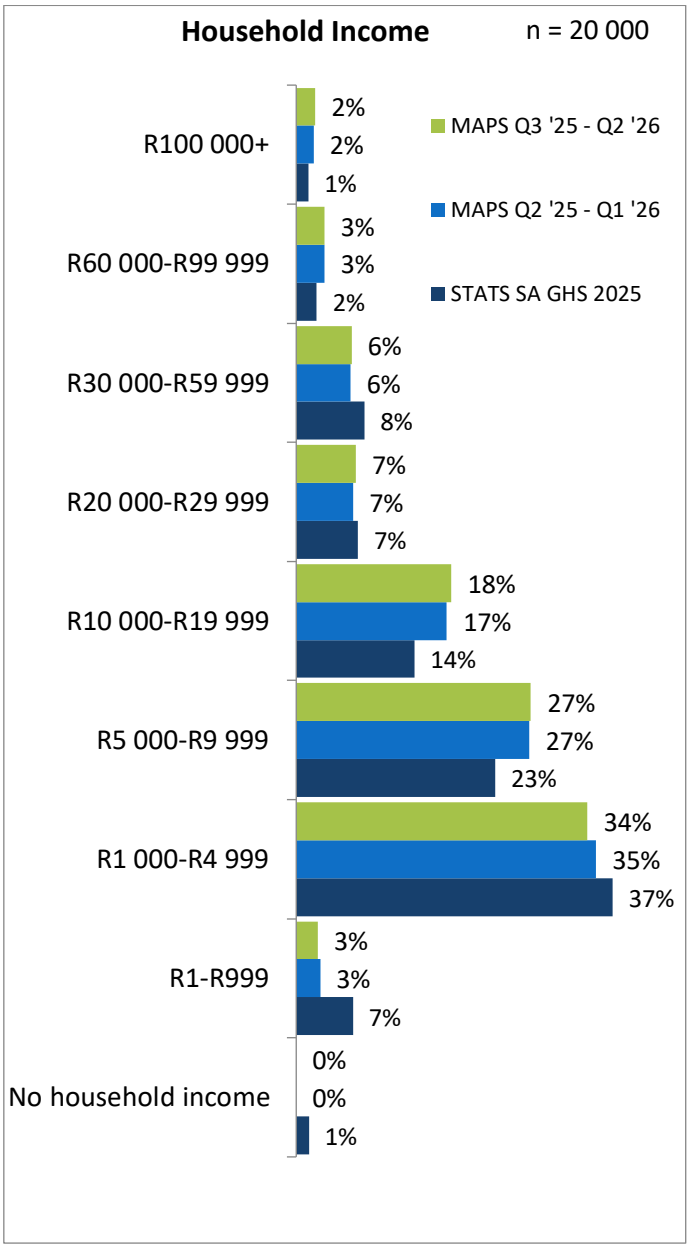
Respondent Profiles

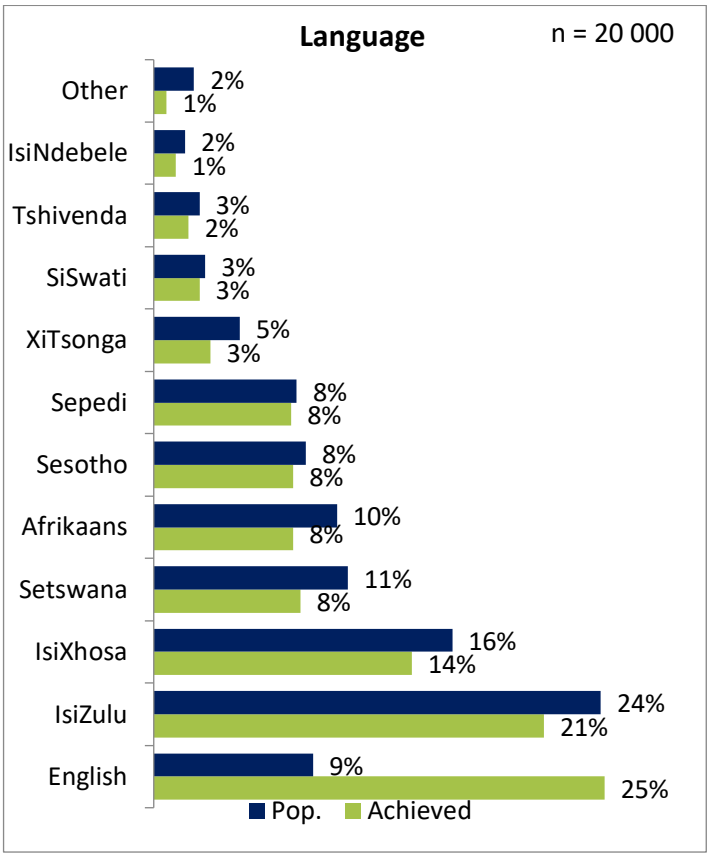


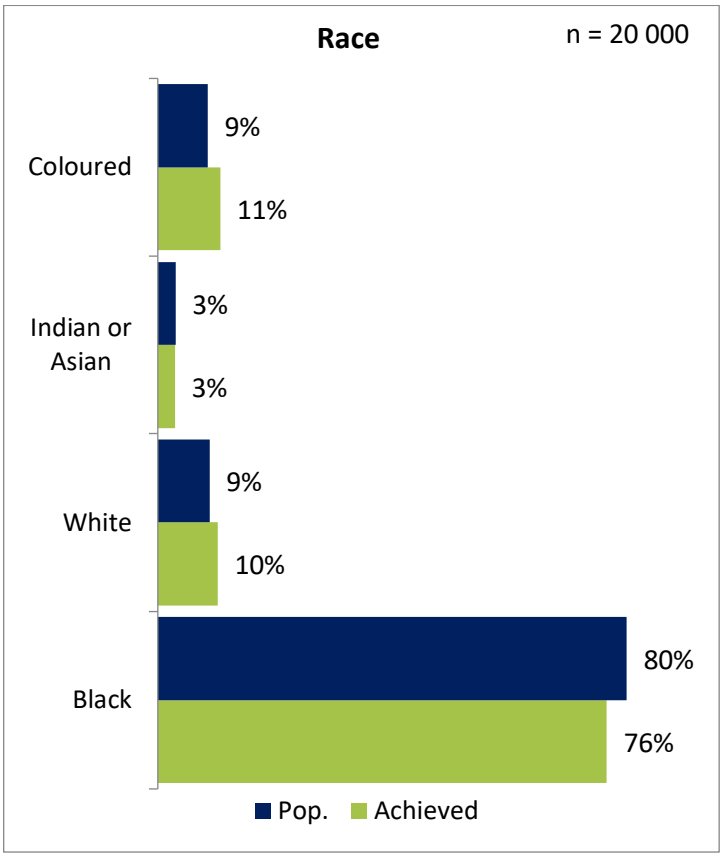


Source: Statistics South Africa 2025 Mid-year Estimates [15+ years]

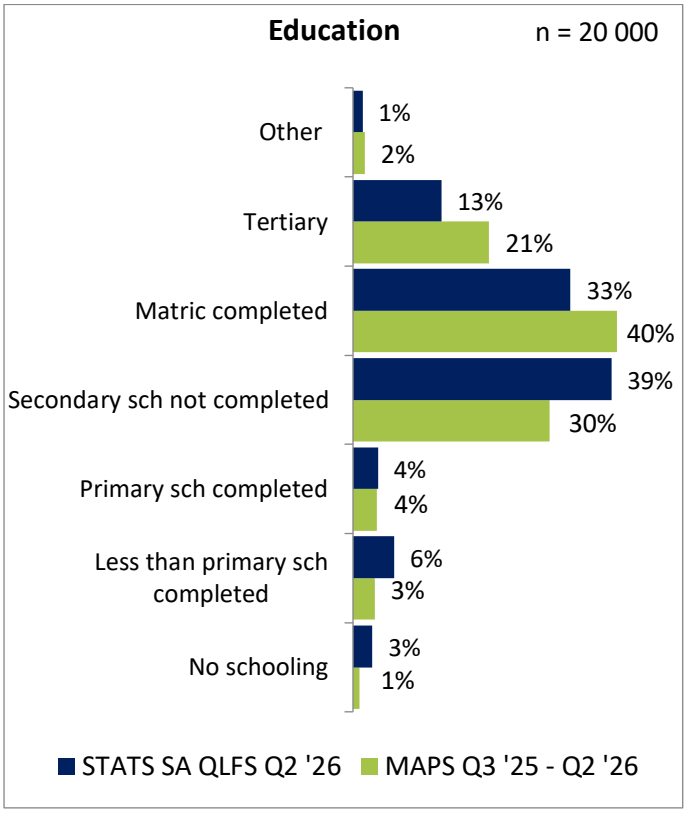

Personal Income
n = 20 000
R80 000+
2%
1%
R60 000 - R79 999
1%
1%
R40 000 - R59 999
3%
2%
R30 000 - R39 999
3%
2%
R20 000 - R29 999
3%
4%
R12 000 - R19 999
4%
6%
R8 000 - R11 999
6%
9%
R6 000 - R7 999
9%
8%
R3 000 - R5 999
27%
22%
R2 000 - R2 999
19%
18%
R1 000 - R1 999
14%
16%
R1 - R999
7%
11%
No personal income
1%
1%
National Treasury Benchmark (2025/2026)
Achieved

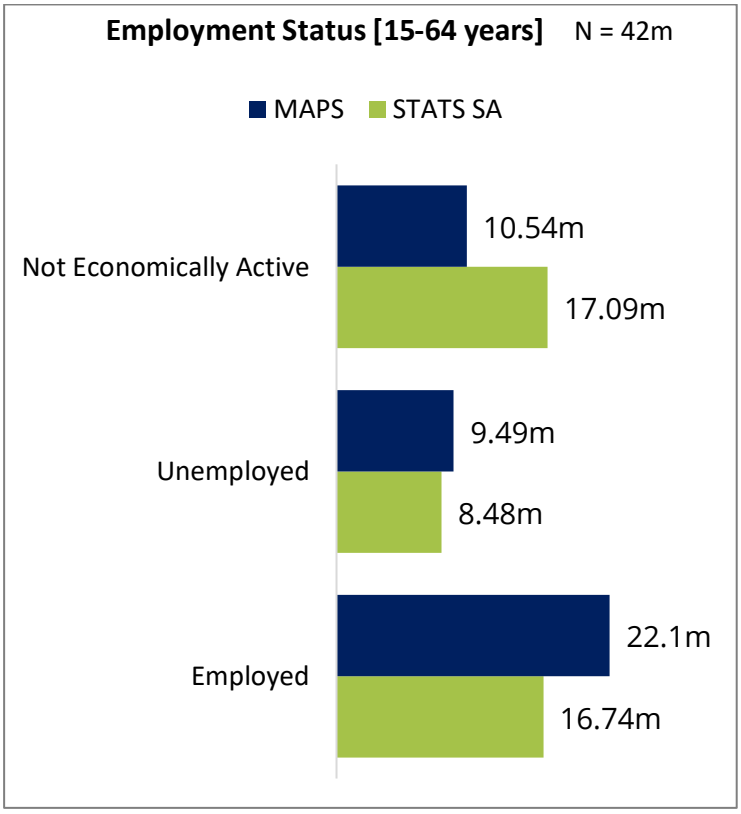

Household Income
n = 20 000
R100 000+
2%
2%
1%
R60 000-R99 999
3%
3%
2%
R30 000-R59 999
6%
6%
8%
R20 000-R29 999
7%
7%
7%
R10 000-R19 999
18%
17%
14%
R5 000-R9 999
27%
27%
23%
R1 000-R4 999
34%
35%
37%
R1-R999
3%
3%
7%
No household income
0%
0%
1%
MAPS Q3 '25 - Q2 '26
MAPS Q2 '25 - Q1 '26
STATS SA GHS 2025





Source: Statistics South Africa Census 2022
[Language Most Spoken in Household: Household members aged 1 and above]





Source: STATS SA QLFS Q2 2026

MARKETING RESEARCH FOUNDATION

Section C:

Fieldwork

PLUS 94 RESEARCH

Section C: Fieldwork

7.0 Fieldwork

The Interview

In the event of a multi-household interview point, the Kish Grid is utilised to determine which household will be interviewed. After selection of the household to be interviewed is made, the number of adult males or females in the household who are 15 years and older is determined to enable random selection of the individual to be interviewed; the Kish Grid is once again utilised to randomly select this individual. Once the interview is completed, respondents are asked to complete a self-completion/leave-behind questionnaire.

In rural areas, interviewers with knowledge of the language and customs of the local population are used and arrangements are made with the chief/headman in charge before work commences.

Two research instruments were used for the MAPS® study:

1. Face-to-face questionnaire; and
2. Leave-behind questionnaire.

The average interview length for the face-to-face questionnaire was between 55 and 60 minutes. Respondents were given between three and five days to fill in the leave-behind questionnaire. Tablet-assisted personal interviewing (TAPI) was utilised for the face-to-face interviews, whereas paper-assisted personal interviewing (PAPI) and computer-assisted web interviewing (CAWI) methods were employed for the leave-behind questionnaire.

Both the questionnaires are provided in the Appendix of this technical report.

Fieldwork Summary

Fieldwork for the MAPS® July 2025 – June 2026 study began on the 4th of July 2025 and came to an end on the 29th of June 2026.

The specific start and end dates of MAPS® July 2025 – June 2026 are shown below:

4 July 2025 – 29 June 2026	
Quarter	**Period**
Q3 2025	4 July – 28 September 2025
Q4 2025	23 September – 9 December 2025
Q1 2026	19 January – 12 April 2026
Q2 2026	9 April – 29 June 2026

MAPS® July 2025 – June 2026 Fieldwork Timeline

The MAPS® fieldworker training sessions were as follows:

4 July 2025 – 29 June 2026	
Quarter	**Province and Training Dates**
Q3 2025	Gauteng and Limpopo: 12th and 13th of August 2025 Western Cape: 9th and 10th of September 2025 Mpumalanga and Free State: 29th and 30th of September 2025
Q4 2025	-
Q1 2026	-
Q2 2026	Limpopo: 13th and 14th of April 2026 North West: 16th and 17th of April 2026

Consideration Area	Summary
Sampling, Weighting, and General Consumer Behaviour	The achieved sample was composed of 50% metro, 30% urban, and 20% rural enumeration areas in line with the set area type target for the MAPS® study between July 2025 and June 2026. The gender distribution is closely aligned to the South African population (51% female; 49% male). Compared with population estimates, Black respondents are slightly underrepresented, while White and Coloured respondents are slightly overrepresented. The achieved sample is predominantly young, with 72% of respondents belonging to Gen Z and Millennials. Respondents are concentrated within lower-to-middle-income households, with 61% reporting monthly household income below R10 000. High-income households (R100 000+) represent 2.2% of respondents. The sample is relatively well educated, with 61% having completed matric or a tertiary qualification. Below are a few quarter-on-quarter unweighted results of the sample achieved from Q3 2025 to Q2 2026 on general consumer behaviour/patterns.

Variable	Q3 2025	Q4 2025	Q1 2026	Q2 2026
Proportion of households with fibre internet	26%	27%	28%	31%
Average gross monthly household income	R15 249.32	R15 511.24	R16 260.82	R16 336.38
Average gross monthly personal income	R8 691.39	R8 321.38	R8 870.76	R9 057.08

	Proportion of households with at least one car	28%	30%	29%	28%
	Proportion of bank account holders	82%	80%	81%	79%
	Newspaper audience in the past 3 months	15%	16%	15%	13%
	Television audience in the past 4 weeks	52%	49%	48%	44%
	Have access to an on-demand streaming service	22%	22%	22%	22%
	Rdio audience in the past 4 weeks	38%	40%	42%	37%

The expected minimum individual efficiency is 70%, and MAPS® achieved 73.81% for the July 2025 – June 2026 fieldwork period. The data weighting process was based on Stats SA's 2025 mid-year population estimates.

Data Collected

A total of 167 fieldworkers took part in the data collection process and gathered a total of 20 000 face-to-face interviews spread across 2 500 enumeration areas in all the provinces. A total of 11 788 respondents successfully completed a full leave-behind questionnaire via a paper-based format and online (10 103 were on paper and 1 685 were online). A total of 1 117 online split leave-behind questionnaires were completed online across all provinces. There were two online split questionnaires (one was focused on product usage/purchase/consumption, and the other was related to consumer behaviour and activities). All the provinces achieved their set targets of the full leave-behind questionnaire.

A total of 670 paper leave-behind questionnaires were discarded from July 2025 to June 2026 nationwide as they were not consistent with the minimum standards set out in the data collection charter. A 26% reduction was recorded in leave-behind questionnaire discards compared to the January to December 2025 fieldwork period. This improvement was attributed to fieldworkers' consistent follow-up on incomplete questionnaires, provision of assistance when needed, and active encouragement of respondents to complete the questionnaires by highlighting the importance of their contributions to the study.

Field Quality Control Checks

The following field quality control procedures were implemented:

Back-checks: Back-checks are the most important quality control feature of any survey. A proportion of 22% of the completed face-to-face interviews (4 476 out of 20 000 interviews) were telephonically back-checked during the MAPS® July 2025 – June 2026 fieldwork period. Cases that underwent back-checks were randomly selected and at least 20% of each fieldworker's submitted interviews were validated. The telephonic back-check responses were compared against the original responses for multiple variables to determine if there were any discrepancies. In addition, the respondents were asked to rate their overall survey experience and asked if the Plus 94 Research interviewers conducted themselves in a professional manner during the interview. The average

	interview length of a telephonic back-check was approximately five minutes. At least 15% of the interviews were physically back-checked by well trained, experienced, and reliable field supervisors. A team of data quality checkers regularly listened to recorded back-checks to establish the authenticity of the interview, the way in which the interview was conducted, and the professionalism of the interviewer. Interviewer Kish Grid compliance was assessed through all three types of back-checks (viz., physical, telephonic, and recordings). **Checking of captured GPS co-ordinates**: Captured GPS co-ordinates were monitored and verified on a regular basis. The captured GPS co-ordinates are compared against the pre-specified visiting points provided on enumeration MAPS®. Interviews with GPS co-ordinates that were more than 600m away from the pre-specified points were discarded. **Paper self-completion questionnaire quality assurance**: All paper leave-behind questionnaire respondents were contacted to ensure that there was no falsification of data by the fieldworkers. The calls from the Plus 94 Research team also confirmed if the Kish Grid-selected household member who took part in the face-to-face interview was the same individual who went on to fill in the self-completion questionnaire. In addition, the call confirmed the contact details for the processing of respondent incentives. Any leave-behind questionnaire that did not meet the set data quality standards with respect to completeness, consistency, and accuracy was discarded.
Interviewer Training	Interviewer training and debriefing sessions remain a fundamental part of the MAPS® study as it helps to ensure data quality, consistency, and reliability, as well as promoting ethical and effective data collection practices. A total of 11 new interviewers were recruited and trained during the first half of 2026 to replenish fieldwork teams. The details of the training workshops are as follows: 1. Limpopo: 13th to 14th of April 2026 [5 interviewers] 2. North West: 16th to 17th of April 2026 [6 interviewers]
Missing Information	Between January and June 2026, 5% of the respondents refused to provide either their household income or personal income as they deemed this type of question to be of a sensitive nature, while 17% of the respondents mentioned that they did not have knowledge of their household income. Data imputation was implemented to help close this gap. Variables that were chosen for the imputation process include broader income band questions, age, area, employment status, highest level of education, LSM and SEM, and SASSA income. All the respondents were comfortable with specifying their age, race, and gender.
Major Challenges Experienced in Field	1. High crime and safety concerns: The most common challenge across provinces was fieldwork in high-crime communities. Interviewers frequently reported: 1. High levels of robbery, muggings, hijackings, gangsterism, and drug-related activities. 2. Safety warnings from community members advising teams to leave before dark. 3. Areas where fieldworkers had to remain constantly vigilant due to safety concerns. 2. Poor road infrastructure and difficult terrain: Many rural EAs presented major access difficulties which included 1. Roads damaged by rain, floods, and erosion. 2. Mountainous terrain, steep hills, and muddy roads making travel difficult. 3. River crossings, rocky roads, and roads ending before reaching sampled households. 4. Vehicles unable to access certain households, requiring

	fieldworkers to walk long distances. 5. Slippery roads, vehicle sliding, and tyre punctures reported in rural KZN and Limpopo. 6. Some EAs taking significantly longer to complete because households were spread very far apart. 3. Access restrictions in gated communities: 1. Security personnel denied access to many gated estates and complexes. 2. Farm owners denied access in several Limpopo, KwaZulu-Natal, and Mpumalanga EAs. 4. Respondent distrust and resistance: 1. Respondent suspicion was one of the most frequently reported obstacles. A few communities had recently experienced scams and fraud. 2. High rejection rates in affluent suburbs and estates. 3. Respondents stating surveys were too long. 4. Several respondents were unavailable due to work commitments. Repeated callbacks and appointments were required to accommodate respondents who were unavailable during the initial visit. 5. Community authorisation requirements: Many rural communities required formal approval before fieldwork could begin (i.e., permission from chiefs, kings, headmen, traditional leaders, councillors, or ward committees). In most instances, delays were experienced in locating traditional authorities. 6. Network and connectivity problems: This was common in rural Eastern Cape, Limpopo, Mpumalanga, and KwaZulu-Natal. 1. Weak cell phone reception. 2. GPS and navigation failures due to poor network coverage. 3. Some EAs had to rely on paper leave-behind questionnaires because online systems could not be used. 7. Household location and navigation problems: Fieldworkers struggled in a few instances to locate sampled households because informal settlements often lacked street names and numbering systems, dense vegetation obscured houses in rural areas, and GPS directions were unreliable in remote locations. 8. Weather-related Challenges: 1. Heavy rainfall causing muddy roads and inaccessible routes. 2. Flood-damaged roads in Mpumalanga and KwaZulu-Natal. 3. Rain delaying interviews and household visits in Western Cape and Gauteng.

Substitution

In cases where the selected respondent was unavailable, even after a total of three visits at different times of the day, substitution of the interview point would occur. In order to reduce substitution rates, the interviewer would take the contact details of the selected respondent in a household and phone to make an appointment. The interview would be scheduled at a time that best suited the respondent. Each household replacement/substitution was approved by field supervisors in order to avoid interviewer bias. The project manager was responsible for approving all EA replacements. Each interviewer's work was analysed for any patterns in the number of refusals and successful interviews. The substitution details for the MAPS® July 2025 – June 2026 survey are shown below:

Reason for Replacement	Number of Households
Refused	1 047
House inaccessible (gated communities and farms)	170
Nobody home (after three call-backs)	155
EA inaccessible	2 376 (297 EAs)
Other	75
Total	**3 823**

The overall household substitution rate stood at 19% for the MAPS® July 2025 – June 2026 survey. The tables below unpack the replacement reasons and demographic characteristics of the 297 EAs across all nine provinces:

Province	**Reason for EA Substitution**							**Total**
	Access denied (Estate)	Access denied (Farm)	Non-residential EA	No longer inhabited	Respondent refusal	Area very unsafe	Poor road infra-structure	
Eastern Cape	10	7	3	3	8	5	5	41
Free State	2	6	0	0	3	1	0	12
Gauteng	69	10	4	2	16	18	0	119
KwaZulu-Natal	15	2	0	1	22	4	2	46
Limpopo	3	3	0	0	5	0	1	12
Mpumalanga	3	4	0	0	7	0	0	14
North West	4	0	2	0	2	0	0	8
Northern Cape	1	2	0	0	2	0	0	5
Western Cape	18	9	0	0	4	9	0	40
Total	**125**	**43**	**9**	**6**	**69**	**37**	**8**	**297**

Province	**Dominant Race of Substituted EAs**	**Demographic Summary**
Eastern Cape	22 Black, 12 White, 7 Coloured	Race composition of substituted EAs: Black (61%), White (22%), Coloured (10%), Indian/Asian (6%) Area type of substituted EAs: Metro (63%), Rural (18%), Urban (20%)
Free State	9 Black, 3 White	
Gauteng	93 Black, 24 White, 2 Coloured	
KwaZulu-Natal	24 Black, 3 White, 19 Indian/Asian	
Limpopo	7 Black, 5 White	
Mpumalanga	11 Black, 3 White	
North West	2 Black, 6 White	
Northern Cape	1 Black, 1 White, 3 Coloured	
Western Cape	13 Black, 8 White, 19 Coloured	
Total	**297 EAs**	

Note: Due to rounding off, the total percentage (race/area type in the third column) may not add up to exactly 100%.

Back-checking

About a fifth of each interviewer's work was back-checked to verify the quality and legitimacy of key data collected for the MAPS® study. Throughout the duration of the fieldwork, the Plus 94 Research call centre-based back-check team returns to a randomly chosen sub-sample of respondents.

A smaller set of questions from the face-to-face questionnaire is used for the back-check survey. The back-checking exercise enables Plus 94 Research to modify certain aspects of the data collection process in order to improve data quality. A total of **4 476** respondents (22% of the sample achieved) confirmed that the interviews had taken place and the information provided was correct.

MARKETING RESEARCH FOUNDATION

Section D:

Analysis and Results

Section D: Analysis and Results

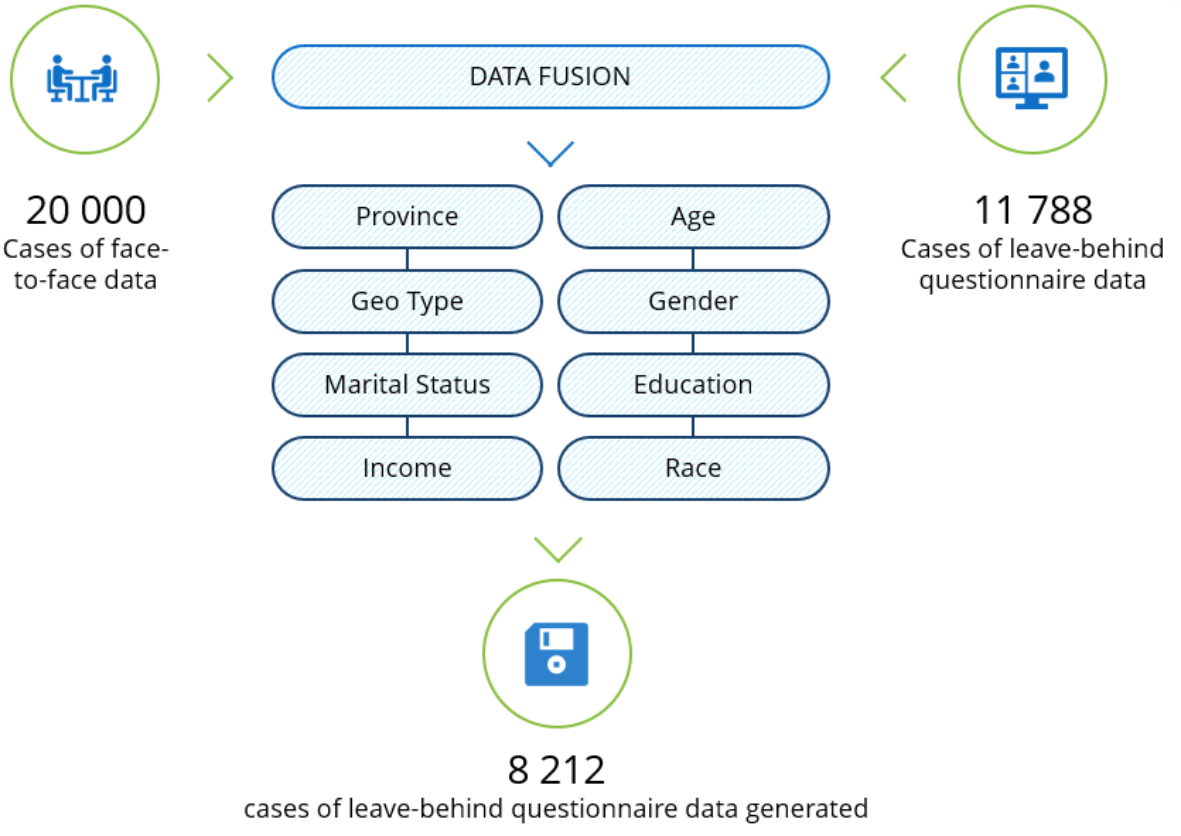
8.0 Analysis and Results

Data analysts, processors, and project managers constantly scrutinised and cleaned the data collected to ensure the integrity of the data and results.

Data Fusion

A raw (i.e., data in its original form) MAPS® SPSS dataset containing key demographic information, along with respondent IDs for both completed and incomplete leave-behind questionnaires, is required after each quarterly fieldwork cycle to facilitate the data fusion process. The raw data file is split into two SPSS files, based on completed and non-completed. It is essential that there are common characteristics across the two datasets – known as linking variables – which are used to match individuals across the two datasets. The final product is a single database containing all respondents with all 'non-completes' having matched with respondents who have complete leave-behind questionnaire data.

All 20 000 respondents completed a face-to-face questionnaire. Half of them were expected to complete the leave-behind questionnaire; a total of 11 788 respondents successfully completed the leave-behind questionnaire. For the 8 212 respondents who did not complete the leave-behind questionnaire entirely or had it partially completed, data was obtained through integrating the face-to-face interview data with that of the leave-behind questionnaire.



9.0 Segmentation

Segmentation tools assist in grouping together "like" people in order to establish a brand's relative potential in the marketplace. They enable the marketing and advertising industries to trend changes in the identified segments over time. The MAPS® study offers a number of market segmentation tools in the analysis of the collected data. These are the living standards measure (LSM), socio-economic measure (SEM), consumer market segmentation, generations, and life stages.

Socio-economic Measure (SEM)

The Publisher Research Council and the Broadcast Research Council of South Africa have developed and co-own the Establishment Survey SEM™ segmentation model. The SEM 2018 algorithm, where each respondent is assigned a score that ranges from 0 to 100, was used to define the SEM segmentation. Ten segments were developed based on the input variables shown below:

Variable no.	Attribute	MAPS® question no.
1	Built-in kitchen sink	H8
2	Tap water inside your home, or store-bought water for use in your home	H6A
3	Hot running water from a geyser	H6
4	Flush toilet in/outside house	H7
5	Home security service	H12A
6	Motorcar	G1
7	Fridge or combined fridge/freezer	141a
8	Side-by-side fridge and freezer	141a
9	Deep freezer – free-standing	141a
10	Microwave oven	141a
11	Floor polisher or vacuum cleaner	141a
12	Washing machine	141a
13	Roof tiles or concrete roofing	P1
14	None, earth, or dung flooring	P2
15	Cement, concrete, or raw wood flooring	P2
16	Finished floor with parquet, carpet, tiles, or ceramic flooring	P2
17	None or one sleeping room	P3
18	Two sleeping rooms	P3
19	Three or more sleeping rooms	P3
20	A post office near where you live	P4
21	A police station near where you live	P4

Living Standards Measure (LSM)

"The SAARF LSM (living standards measure) divides the population into 10 LSM groups: 10 (highest) to 1 (lowest). It cuts across race and other outmoded techniques of categorising people, and instead groups people according to their living standards using criteria such as degree of urbanisation and ownership of cars and major appliances." (*Source: www.saarf.co.za*)

The LSM indicator variables that were used in the analysis of MAPS® data are shown below:

Variable no.	Attribute	MAPS® question no.
1	Hot running water from a geyser	H6
2	Computer – desktop/laptop	FQ2
3	Electric stove	141a
4	Number of domestic workers or household helpers in household (this includes live-in and part-time domestics and gardeners)	R23
5	0 or 1 radio set in household	FQ2
6	Flush toilet in/outside house	H7
7	Motor vehicle in household	G1
8	Washing machine	141a
9	Refrigerator or combined fridge/freezer	141a
10	Vacuum cleaner/floor polisher	141a
11	Pay TV subscription	C3
12	Dishwashing machine	141a
13	Three or more cell phones in household	E1
14	Two cell phones in household	E1
15	Home security service	H12A
16	Deep freezer – free-standing	141a
17	Microwave oven	141a
18	Rural rest (excl. Western Cape and Gauteng rural)	*
19	House/cluster house/townhouse	H1
20	DVD player/Blu-ray player	141a
21	Tumble dryer	141a
22	Home theatre system	141a
23	Home telephone (excl. cell phone)	FQ3
24	Swimming pool	H14
25	Tap water in house/on plot	H6A
26	Built-in kitchen sink	H8
27	TV set	C1
28	Air conditioner (excl. fans)	141a
29	Metropolitan dweller (250 000+)	*

**By sample design*

Life Stages

The life stages used for MAPS® are adopted from the SAARF life stages. There are eight SAARF life stages, which are personal to the respondent and are determined by age, marital status, and whether dependent children in various age categories are living with them. A child has been defined as someone who is under 21. It should be noted that the classifications are not always linear as there can be parallel age paths. MAPS® has condensed two life stages (At-home Singles and Young Independent Singles) into 'Young Singles' to end up with seven life stages [Young Singles, Mature Singles, Young Couples, Mature Couples, Young Families, Single-parent Families, and Mature Families].

Generations

The generation segments are as per the Telmar Global Generations definition and the Pew Research generations definition. The Telmar Global generations segments are classified as follows:

1. Pre-boomers: 1945-earlier;
2. Boomers: 1946-1964;
3. Generation X: 1965-1985;
4. Millennials (Gen Y): 1986-2005; and
5. Generation Z: 2006-present.

The Pew Research generation segments are classified as follows:

1. Silent: 1928-1945;
2. Boomers: 1946-1964;
3. Generation X: 1965-1980;
4. Millennials (Gen Y): 1981-1996; and
5. Generation Z: 1997-present.

Consumer Market Segmentation Tool

The Consumer Market Segmentation (CMS) tool was developed by the Bureau of Market Research, which is an independent market research entity within the University of South Africa. The CMS tool is based on five focus areas, and they are as follows:

Geographic

1. Province;
2. District;
3. Place name;
4. Metro/urban/rural;

5. Population density; and
6. Area.

Demographic

1. Age;
2. Gender;
3. Population group;
4. Marital status; and
5. Life course.

Socio-economic

1. Qualification;
2. Employment;
3. Assets;
4. Income;
5. Occupation; and
6. Social class.

Psychographic

1. Lifestyle;
2. Personality; and
3. Interests.

Behavioural

1. Purchase occasion;
2. Benefits sought;
3. Customer loyalty level;
4. Attitude towards products and services;
5. Retail behaviour; and
6. Expenditure profile.

10.0 Confidence Levels

All sample survey results are, unavoidably, subject to a margin of error. How large this margin of error is depends principally on the size of the unweighted sample and, in the case of "yes/no" questions, (as comprise the majority of the MAPS® questionnaire), the unanimity of response – for a given sample size, the margin of error is larger, in absolute size, if 50% of people answer "yes" to a given question and 50% "no", as opposed to if only one person in 10 says "yes".

Contrary to widespread belief, the size of the margin of error is very little influenced, under certain conditions that generally apply in the MAPS® case, by the size of the population that the sample represents or by the proportion of that population who are interviewed.

In a sample survey the sample data is used to estimate on a scientific basis the values of "universe" parameters (e.g., readership). Information based on sample data may vary from sample to sample, which implies that an estimated value may deviate from the "true" (albeit unknown) universe value. The latter is the value that would have been obtained if the whole population had been surveyed using the same questionnaire and survey method. The difference between an estimated value and the corresponding true or universe value is referred to as the sample error. This sample error will vary from sample to sample, and this variation in the sample error is estimated by the so-called standard error of the estimate.

An interval around the estimated value can be calculated, which will contain the true (universe) value with a given degree of confidence. This interval is referred to as a confidence interval for the (unknown) universe value. The boundaries of a confidence interval are obtained by subtracting a certain quantity from the estimated value and by also adding this quantity to the estimated value. This quantity is called the precision of the estimate and is, for a given confidence coefficient, equal to the maximum value of the sample error as defined above. In other words, the size of a sample error of an estimate cannot exceed the precision of the estimate. The precision of an estimate is calculated as the product of a constant and the standard error, where the value of the constant is determined by the chosen confidence coefficient. For a confidence coefficient of 0.95 or 95%, the precision = 1.96 times the standard error, and for a confidence coefficient of 0.99 or 99%, the precision = 2.58 times the standard error.

If the estimated value as well as its standard error is known, the true or universe value will not differ from the estimated value by more than 1.96 (approximately twice) the value of the standard error, assuming a 95% confidence coefficient.

The chart overleaf allows the approximate calculation of the "95% confidence limits" of any percentage shown in the MAPS® reports. These confidence limits are such that there is only about one chance in 20 of the true percentage lying outside the limits given by the reported percentage plus or minus the confidence limits.

To obtain the confidence limit for any percentage, lay a straight edge across the chart so that it joins the relevant unweighted sample size on the left-hand scale and the percentage of interest on the right-hand scale. The confidence limits can then be read off the central scale, at the point where the straight edge cuts it.

Example

Suppose MAPS® shows that, amongst men, the readership of a certain newspaper is 20% in Gauteng, with an unweighted sample size of 1 000 in this sub-group.

A straight edge laid across “1 000” on the left-hand scale and “20%” on the right-hand scale cuts the central scale at 3.5% approximately.

The 95% confidence limits of the readership level are thus 23.5% (i.e., 20% + 3.5%) and 16.5% (i.e., 20% - 3.5%). There is only about a one in 20 chance that the true (unknown) figure is either larger than 23.5% or smaller than 16.5%.

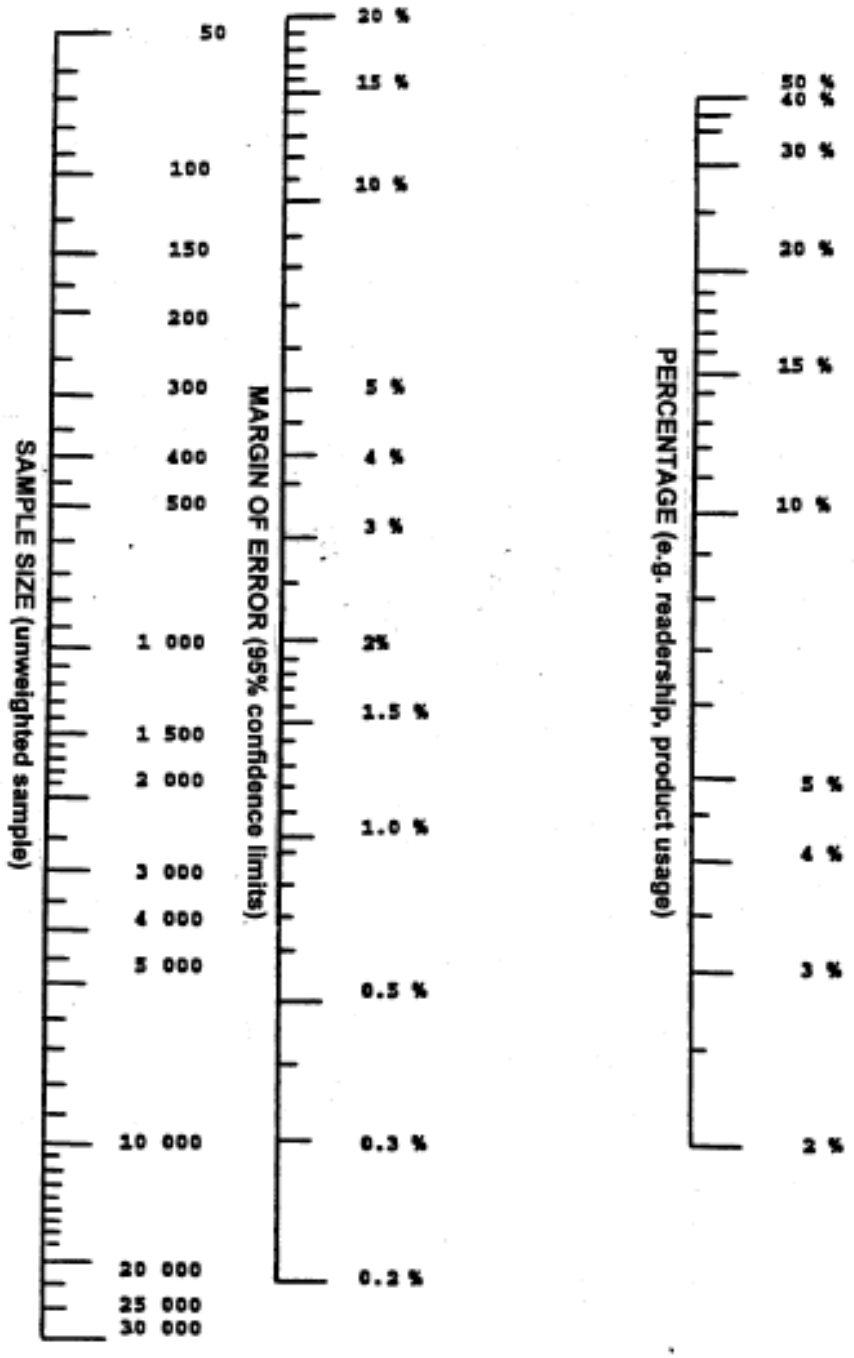
To obtain the confidence limits of the numbers of readers, multiply the results just obtained by the “estimated population” of the target group.

Continuing the previous illustration, if the table shows that the number of males in Gauteng is 920 000, then the 95% confidence limits of the readership of the publication would be 216 000 (23.5% of 920 000) and 152 000 (16.5% of 920 000), approximately.

Technical Note

In view of the sample design employed for MAPS®, it is inappropriate to estimate confidence limits based on simple random sample assumptions. The nomogram has been constructed using a design factor of 1.25. Whilst experience and some calculations based on MAPS® data can support this figure, it may be exceeded when, for example, a variable is highly skewed in its population distribution; the confidence limits will then be wider. An upper limit of 2.0 for the design factor may be reasonably assumed, implying confidence limits 62.5% greater than those calculated from the nomogram in the worst case.

CONFIDENCE LIMITS



Section E:

Appendix

Section E: Appendix

11.0 MAPS® Research Instruments

In order to get access to the questionnaires that were used for the MAPS® July 2025 – June 2026 survey, please click on the link below:

https://MAPS® survey.co.za/tests/docs/

11.1 Questionnaire Changes/Additions

MAPS® questionnaire changes/additions implemented between July 2020 and January 2026 may be accessed on the link below:

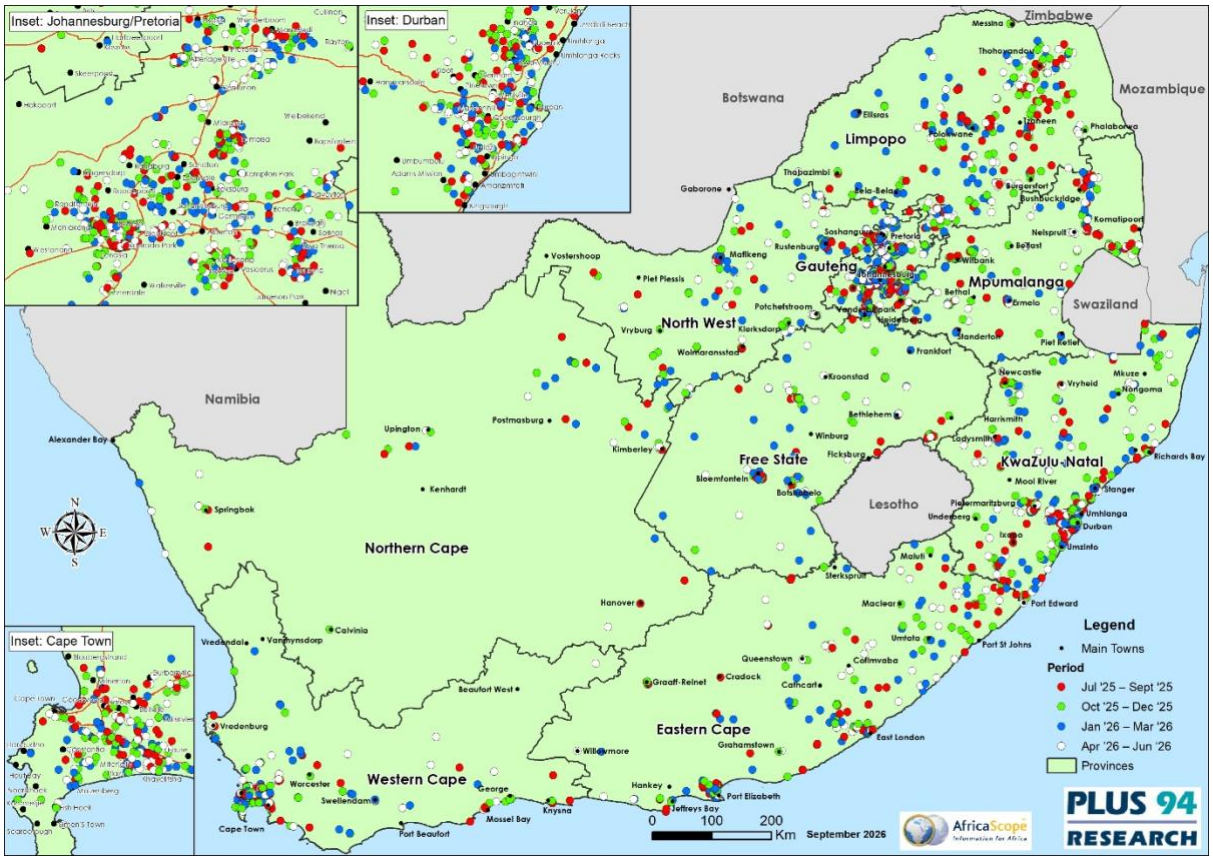
https://MAPS® survey.co.za/tests/questionnaire/

11.2 Fieldwork Areas

Areas that were covered by the MAPS® survey may be accessed on the link below:

https://MAPS® survey.co.za/tests/areas/

Below is the national map indicating the geographical spread of the areas that were covered:



11.3 Defining the Metropolitan Boundaries for MAPS®

BACKGROUND

In South Africa, there are eight metropolitan districts that serve as administrative regions encompassing major urban areas. These metropolitan districts play a crucial role in governing and managing the affairs of these densely populated cities. These areas also make a significant contribution to the economy of the country and consumption patterns in South Africa. The Municipal Demarcation Board has the responsibility of demarcating the boundaries of the metropolitan districts. These metropolitan districts are:

1. City of Johannesburg Metropolitan District;
2. City of Tshwane Metropolitan District;
3. Ekurhuleni Metropolitan District;
4. eThekwini Metropolitan District;
5. Nelson Mandela Bay Metropolitan District;
6. City of Cape Town Metropolitan District;
7. Mangaung Metropolitan District; and
8. Buffalo City Metropolitan District.

DEFINING THE URBAN CENTRES OF METROPOLITAN DISTRICTS

The definition of metropolitan areas in the MAPS® study differs from the official metropolitan municipality classification used by Statistics South Africa. According to MAPS® and AfricaScope, metropolitan areas are defined primarily on the basis of contiguous built-up urban development rather than on administrative or municipal boundaries. This means that only the continuously urbanised or densely built-up sections of a metro are classified as metropolitan areas within the study framework.

As a result, peri-urban, semi-rural, or rural areas that may fall within the official boundaries of a metropolitan municipality are excluded from the MAPS® metropolitan classification if they are not part of the continuous urban settlement pattern. The approach is intended to provide a more functionally urban definition of metro areas that better reflects population concentration, urban lifestyles, media access, and consumer behaviour patterns relevant to market research and audience measurement.

The eight metropolitan districts each have unique characteristics associated with them. Each of the metropolitan districts has large urban areas that are made up of both formal and informal residential areas. Part of these large urban areas include the commercial and industrial regions of the metropolitan district.

These metropolitan districts also have rural areas associated with them that include both commercial farmlands and traditional areas. For example, large parts of the eThekwini metropolitan district consist of traditional areas with relatively low population densities. Within the boundaries of the metropolitan districts there are also small towns (e.g., Bronkhorstspruit in the Tshwane Metropolitan District) that are discontinuous from the urban centre.

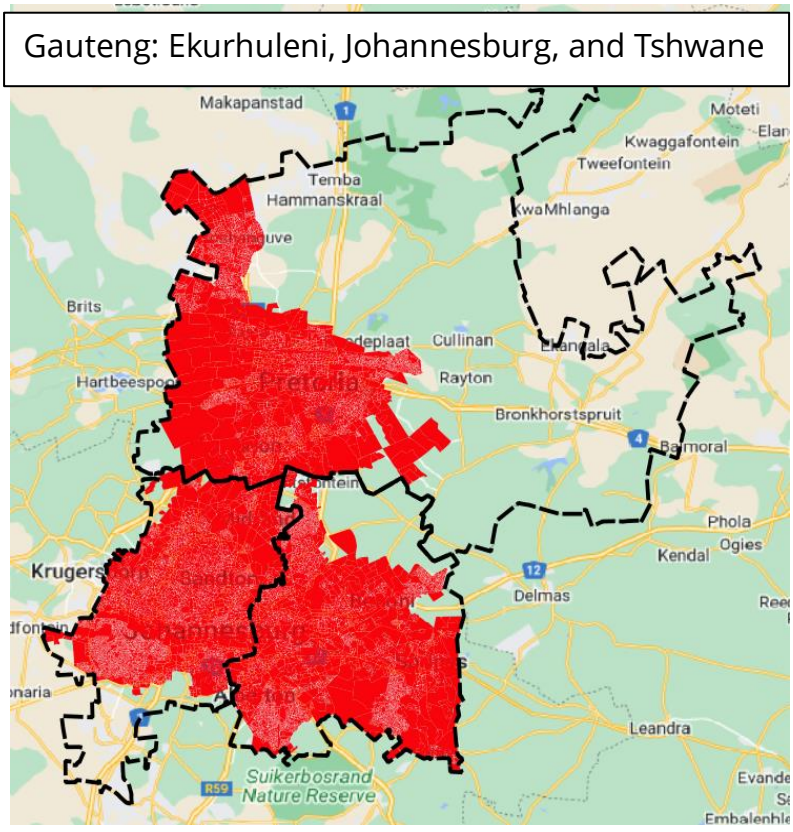
Several of the metropolitan districts have relatively small urban centres compared to their large rural areas. These non-urban areas within the metropolitan districts will have a distinctly different consumption pattern to that of the population living in the densely populated formal and informal urban areas. Consequently, it was decided to identify in each of the metropolitan districts the areas that are truly the urban centres.

To accomplish this, the census enumeration areas from the 2011 census were used as a basis, which were classified in terms of the type of area. However, 12 years after the census, the types of areas in the metropolitan districts have changed. Therefore, the enumeration area boundaries were overlaid onto satellite imagery and changes in the type of areas were taken into consideration in defining the truly urban centres of the metropolitan district. Whenever possible, the urban centres of the metropolitan areas were defined as contiguous areas. However, it is only within the City of Cape Town that the urban centres are not contiguous.

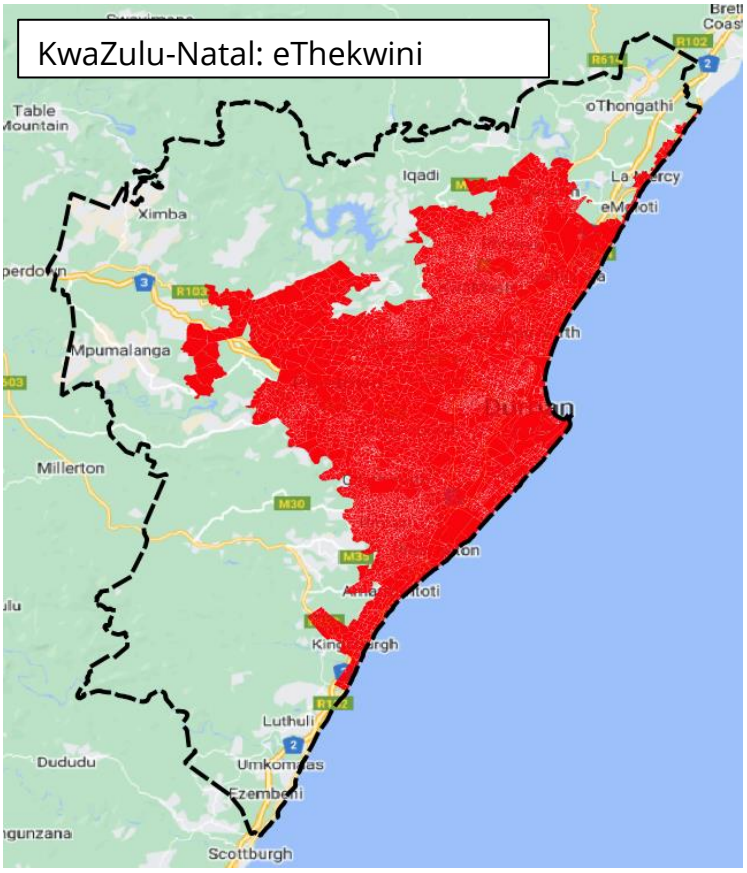
The urban centres of each metropolitan district are depicted in the MAPS® below.

1. Ekurhuleni Metro, City of Johannesburg, and City of Tshwane Metropolitan District

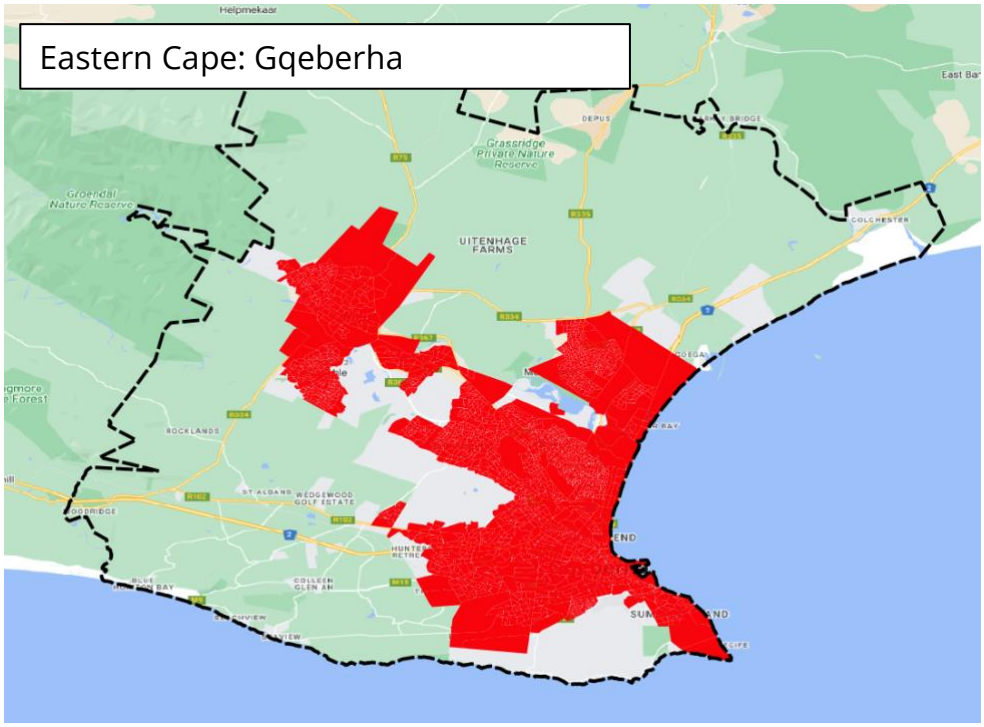
Gauteng: Ekurhuleni, Johannesburg, and Tshwane



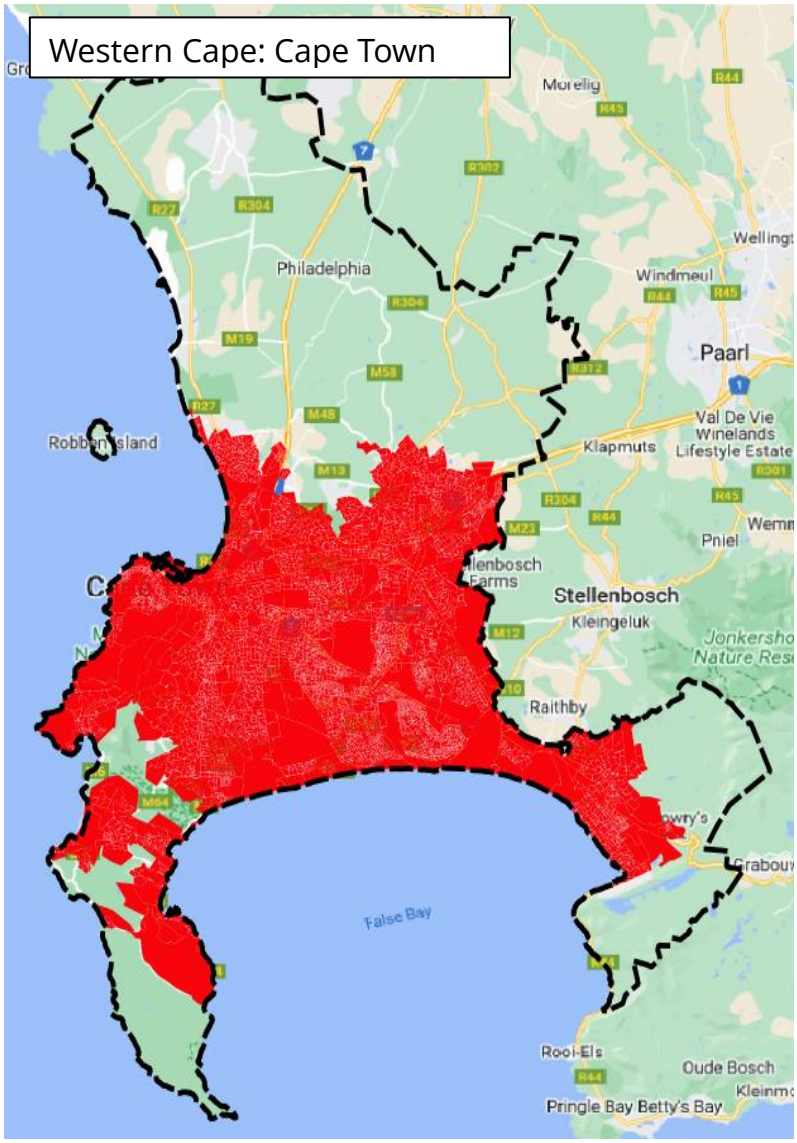
2. eThekwini Metropolitan District



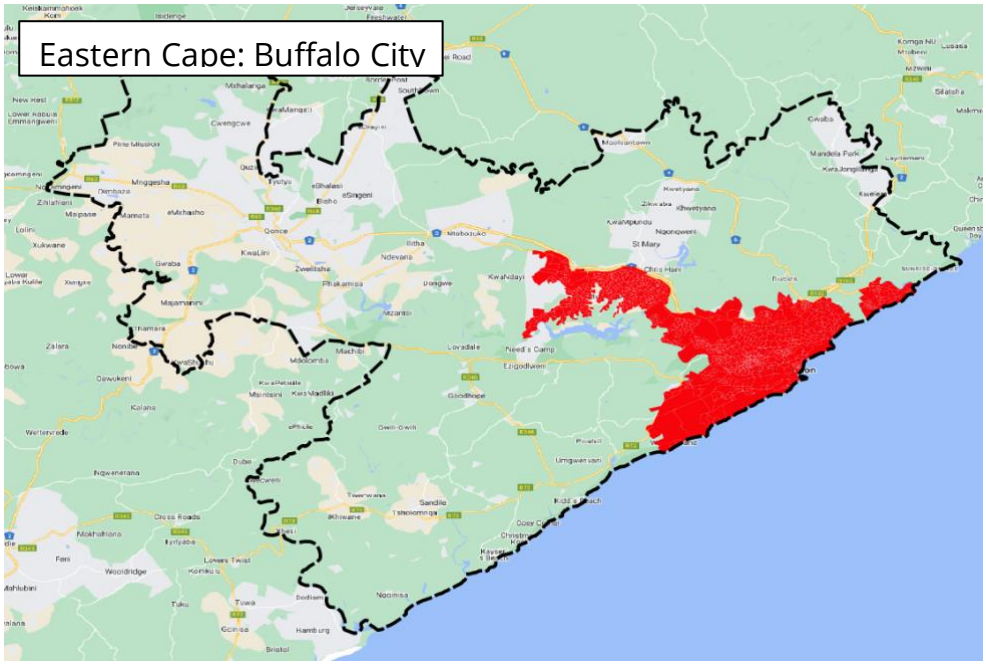
3. Nelson Mandela Bay Metropolitan District



4. City of Cape Town Metropolitan District



5. Buffalo City Metropolitan District



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Thank you

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