MARKETING RESEARCH FOUNDATION

PLUS 94 RESEARCH

MAPS

MAPS DATA OVERVIEW:
Jan ‘21 – Dec ‘23

MAY 2024

PROJECT OVERVIEW

DATA COLLECTION INSTRUMENTS

- Face-to-face questionnaires consisting of 286 questions and covering 1263 non-fast moving consumer goods brands,
- Leave-behind diaries

  Total Questions = 414

  Behaviour questions = 112

  Non FMCG Brands = 219

  FMCG Questions = 302

  FMCG Categories = 151

  FMCG Brands = 1 868

ANNUAL RESEARCH SAMPLE

• Total Annual	**20 004**
• Cycle (Quarterly)	**5 001**
• Dip (Monthly)	**1 667**

INTERVIEW DETAILS

- Face-to-face Interview duration: 45-60 min
- Diary Completion time: 3 and 5 days allocated before collection

RESEARCH UNIVERSE

- Ages 15+
- Male & Female
- All races
- All provinces

DATA PREPARATION AND RELEASE FORM

QUALITY ENHANCEMENT: BACK CHECKING AND GIS AUDITING

Back Checking

RECORDING

- All interviews are recorded
- 25% per interviewer
- Confirm demographic variables
- Confirm Kish Grid compliance
- Report produced per DIP
- Cheated interviews Flagged
- Flagged interviews Telephonic

TELEPHONIC

- 25% of sample
- 25% of interviewer
- Confirm demographic variables
- Confirm Kish Grid compliance
- 3 calls are made per respondent
- Daily targets to Call centre agents and reviewed Monthly
- All calls recorded and quality checked

PHYSICAL

- 2% of sample
- 2% per interviewer
- Confirm demographic variables
- Confirm Kish Grid compliance
- Ops Execs conduct back checks on Physical Back Checks
- Assessed on a weekly basis

GIS Auditing

The research method used in MAPS requires that surveys be completed at unique sampled points using GPS co-ordinates.

Interviewers in field are issued with co-ordinates that lead them to the sampled households.

The TAPI system currently in use auto captures GPS co-ordinates when interviewers are completing surveys.

The revised approach to GPS location capturing involves capturing location at the commencement of survey, at 50% completion and at closing of survey.

Assessment of the GIS data is done at two levels:

LEVEL 01 Consistency assessment of the three captured GPS points.

LEVEL 02 Deviance assessment of the sampled point and first captured GPS point with a tolerance deviation of 25 meters.

If a survey fails a GIS audit, such survey is removed from the data set.

Scope of MAPS

Categories

Demographics | Segmentation | Equipment and devices in HH | Property & Home/spend | Home maintenance/DIY/Improvements & spend| Internet interaction | Appliances – Brands and store purchased | Furniture and Home Décor | Clothing | Shoes | Apparel spend | Cellphones | Vehicles | Financial | Personal expenditure | Purchasing behaviour | FMCG consumption/ brands | Cosmetics | Fast Food – behaviour, consumption and outlets | Travel | Media | Malls | Leisure | Activities | Activities | Interests | Psychographics | Shopping – Purchasing behaviour/ Grocery stores/Liquor outlets/buying habits/volumetrics and spend/Clothing purchasing and stores/instore/online/spend | Property Ownership | Pet Ownership | Interests and Hobbies | Attitudes on current affairs Decision making on purchases | Financial behaviour | Online and in-store shopping | Grocery purchasing behaviour – bulk vs. daily | Clothing purchasing behaviour and expenses | Household appliances purchasing and decision making process

Media Interaction

Television - Linear/live TV watching | Viewed TV channels – P4W, P7D and Yesterday | Location of TV viewing |Satellite services/packages used | Type of TV decoder used

Radio - Radio stations listened to – P4W, P7D and Yesterday | Average number of days/hours spent radio listening per week | Commercial stations | Community Stations | Online listening

Print – Online and Paper – Newspapers | Newspaper Inserts | Magazines | Store Magazines

Cinema – Frequency | Average spend | Loyalty cards | Cinema visited – indoor/outdoor

Outdoor Advertising - Billboards – indoor, outdoor and digital | Branding/advertising on buses and taxis | Dust bins | street poles | Trailers | Digital screens | Inside Restaurants/nightclubs/schools incl washrooms | Spaza shops | Murals and Grafitti

Streaming – Netflix | YouTube | Showmax | etc

Social Media – facebook | WhatsApp | Twitter |etc

Online – Sites visited

Behaviour – Time spent | Multiplatform

Financial

Commercial banks | Banking products and facilities | Money transfer services | Loyalty/rewards retail store programmes |

Medical aid schemes | Investments and saving| Short-term and long-term insurance policies | Other medical insurance | Purchase of items on credit and personal loans | Medical Aid |Behaviour (saving and loans) | Decision making | Funeral policies | Stokvels | SASSA government grants

Note: Brands measurement is dynamic. Brands measurement is increased in two ways:

1. *Once 40+ respondents choose a brand, it is automatically included in the dataset and pre-coded in the questionnaire*
2. *Brands are added to the questionnaire on the request of subscribers*

KEY MILESTONES AND PROJECT OVERVIEW

20 040

Interviews conducted per year

212

Interviewers in field

11 256

Paper and Online leave behind questionnaire completed per year

Sample Distribution

50% METRO

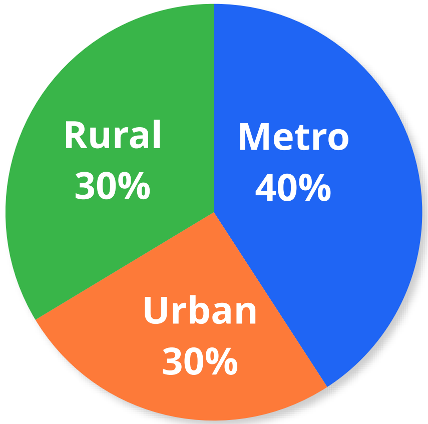
30% URBAN

20% RURAL

Demographics

DEMOGRAPHICS: JAN ’23 – DEC ’23

Area Distribution



Households

18.48m

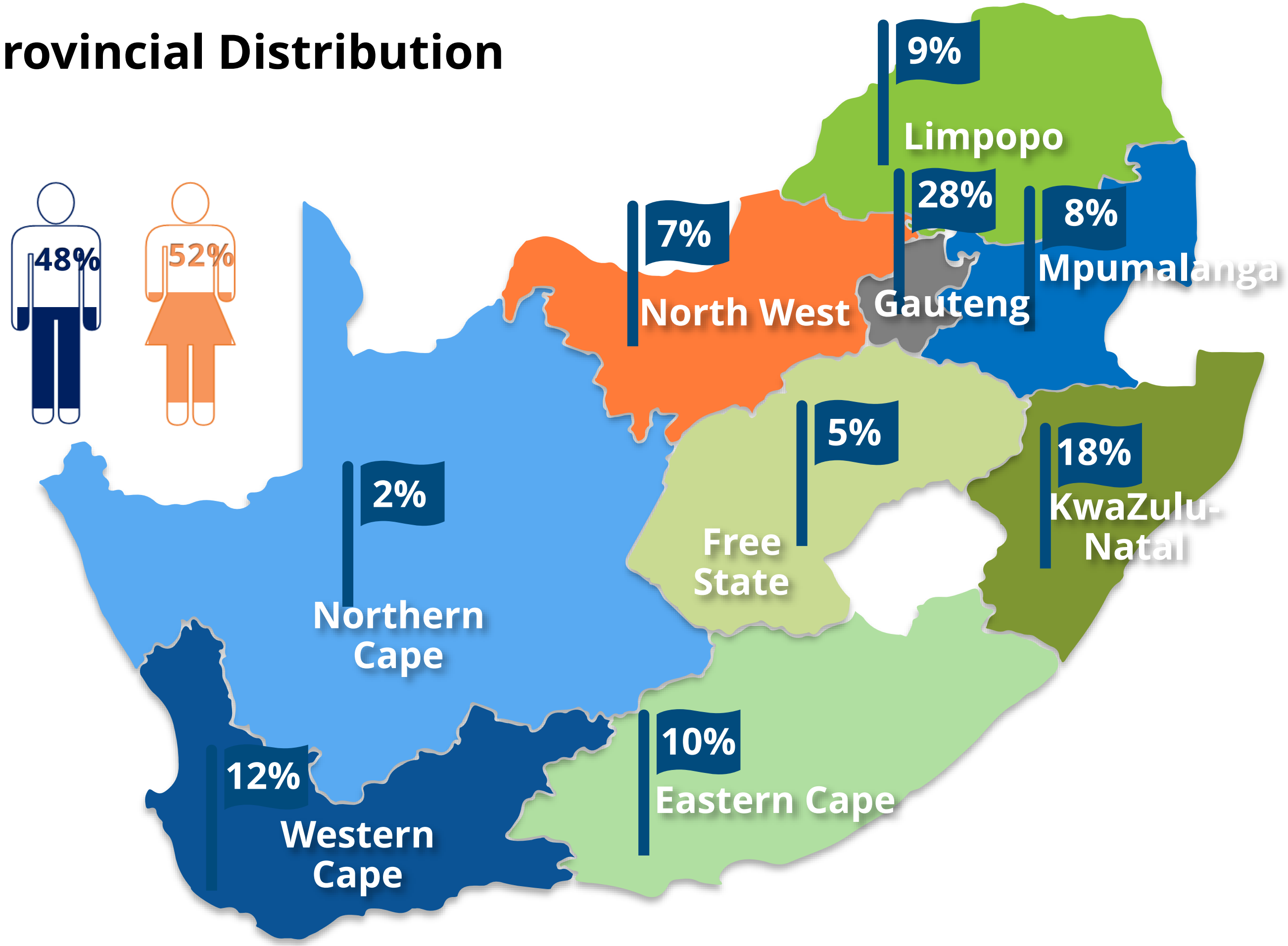
People per household

3.7

Dependants per household

1.8

Provincial Distribution



Jan’23- Dec ’23 Pop 15+: 43 592 223

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DEMOGRAPHICS: YOY SHIFTS

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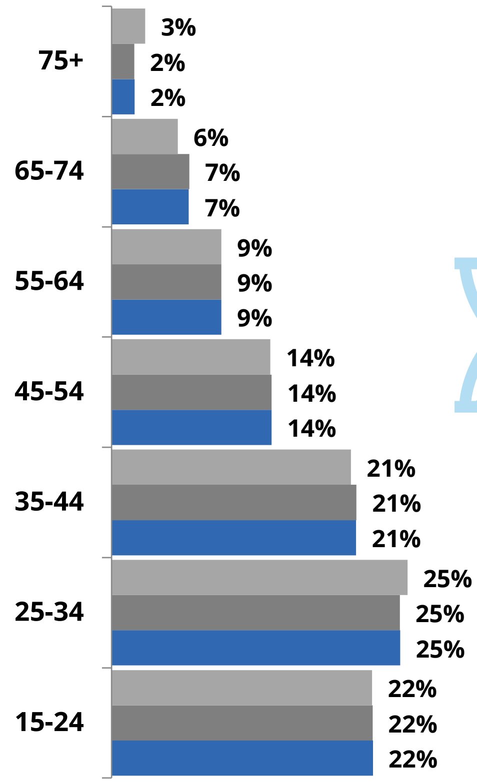
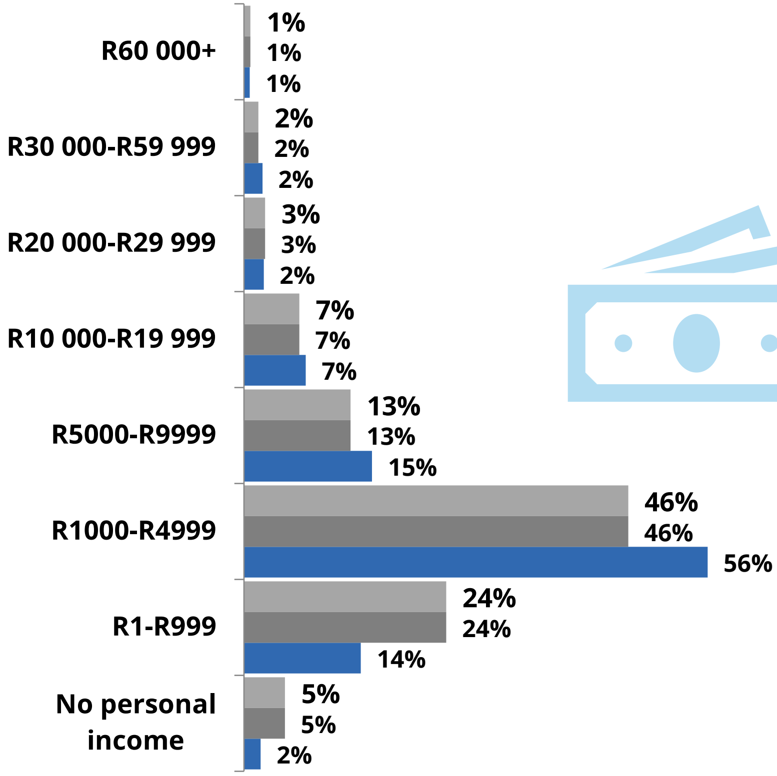
2021
2022
2023

Age Groups



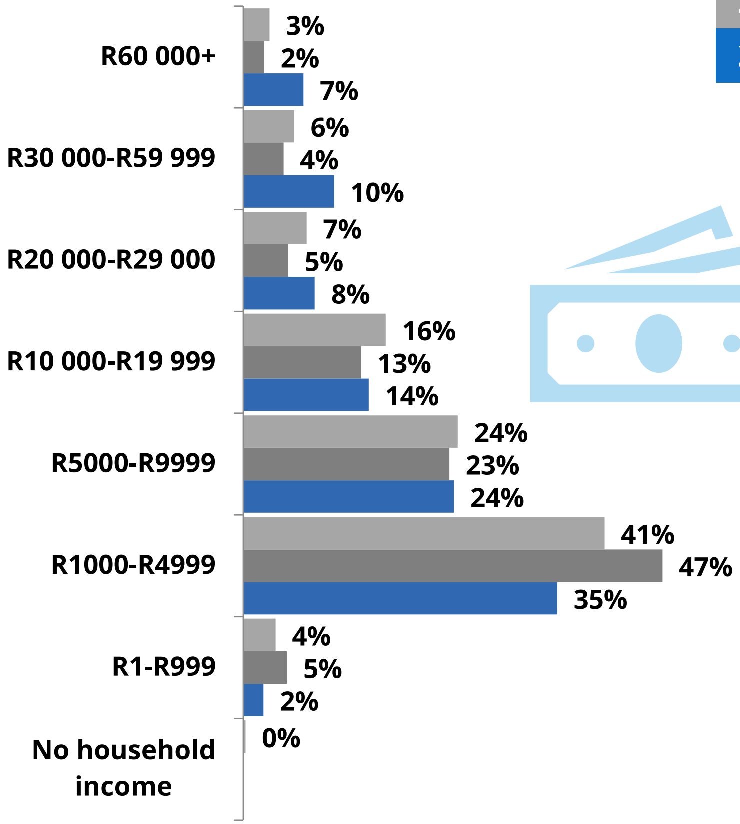
Average age: 38
Average age: 38
Average age: 38

Personal Income



Average Income: R5 103
Average Income: R4 671
Average Income: R5 822

Household Income



Average Income: R12 044
Average Income: R10 349
Average Income: R18 102

Jan '21 –Dec'21 Pop 15+: 43 099 774
Jan '22- Dec '22 Pop 15+: 43 592 223
Jan '23- Dec '23 Pop 15+: 43 592 223

POPULATION: % YoY

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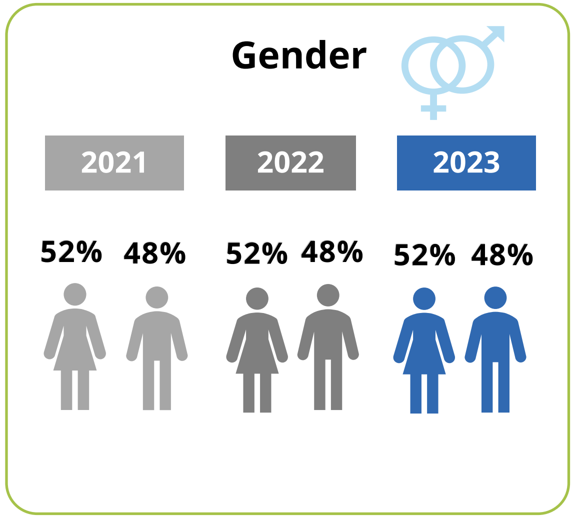
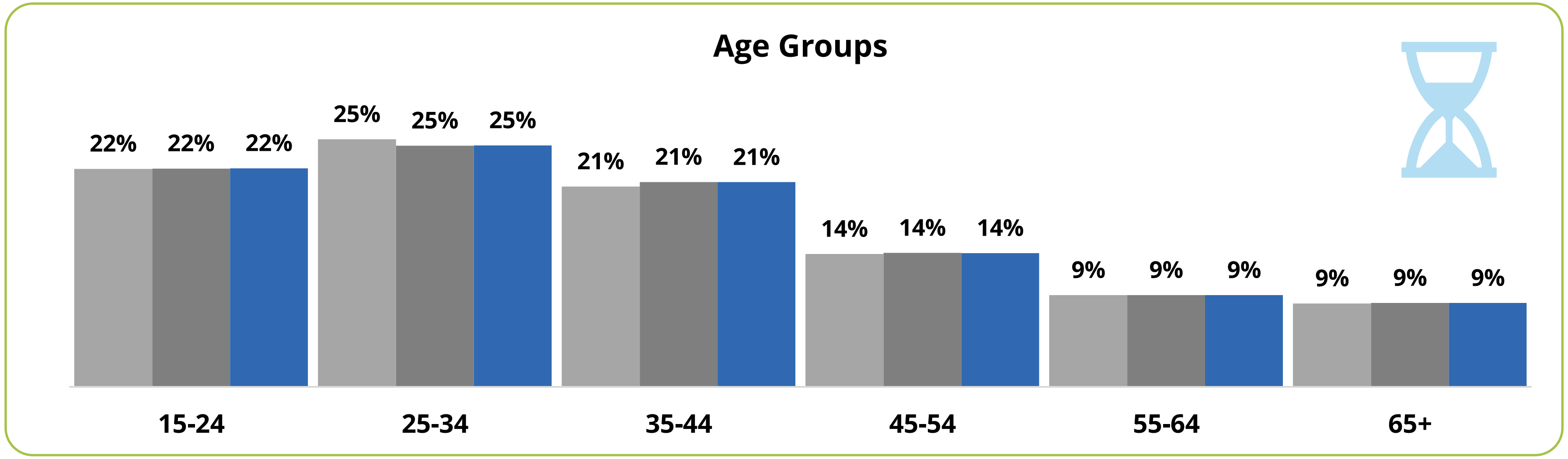
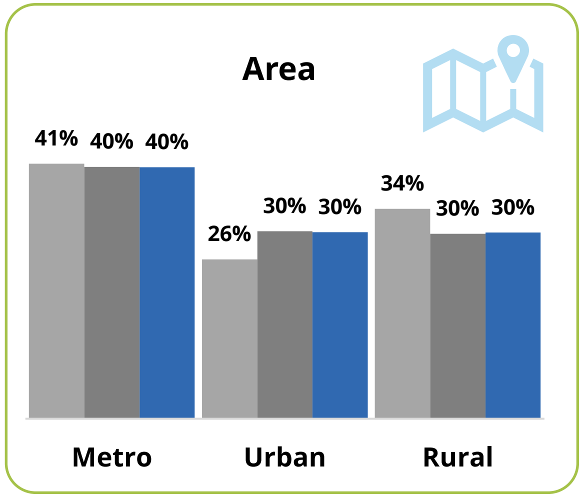
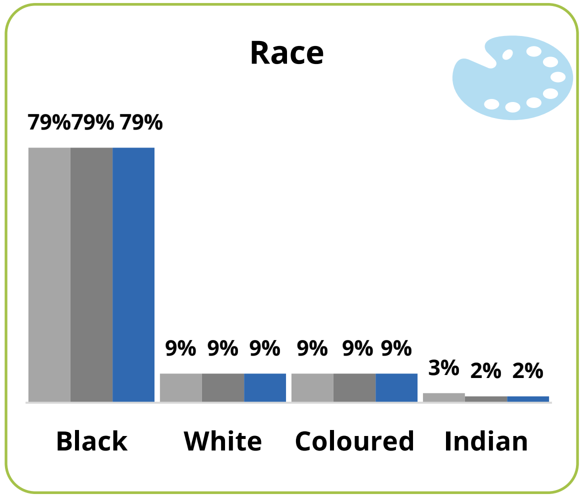
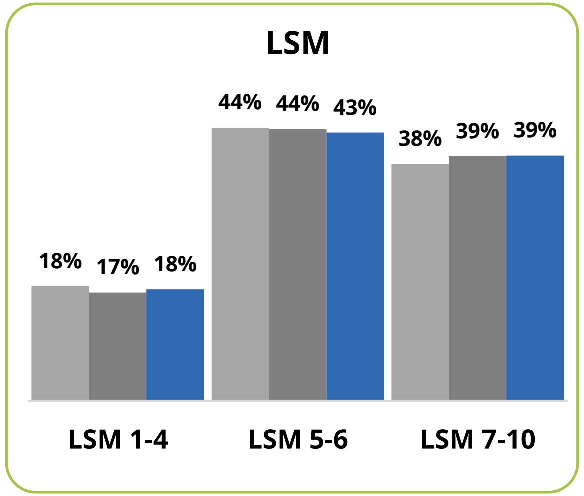
2021
2022
2023

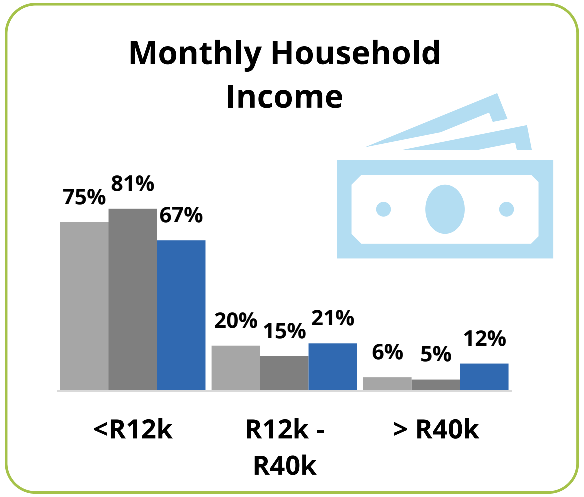












Jan '21 –Dec'21 Pop 15+: 43 099 774

Jan '22- Dec '22 Pop 15+: 43 592 223

Jan '23- Dec '23 Pop 15+: 43 592 223

Economic Landscape

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TIMELINE: MAJOR EVENTS

Economic Events | Political Events | Legislative Events | Others

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2021

Q1
- Biden's Inauguration
- US Capitol Riots
- Covid-19 Second wave hits
- Suez Canal blocked

Q2
- ConCourt issues statement saying Jacob Zuma would be imprisoned
- Fire on Table Mtn damages UCT library
- Economy growing faster than expected at 4%

Q3
- SA moves to Lockdown Level Four
- Electricity prices increased by 17.8%
- KZN Riots

Q4
- International travel ban after SA scientists identify Omicron variant
- Repo rate: 3.75%
- ANC support slips in Municipal elections
- Fitch upgrades SA to stable from negative

2022

Q1
- Russia invades Ukraine
- Unemployment at a record high of 35.5%
- Tax revenue increases by 25.1% to reach R1.5trn
- World Bank approves R11.4bn loan for South Africa

Q2
- Repo rate: 4.75%
- Covid regulations lifted in South Africa
- Producer price inflation: 15.6%
- Load shedding moves to Stage Six

Q3
- September sees worst levels of Load shedding in SA
- Queen Elizabeth II dies
- UK Prime Minister Boris Johnson resigns
- Repo rate: 6.25%

Q4
- Ramaphosa Re-elected as ANC president
- PhalaPhala Farmgate report released
- Repo rate: 7%
- Producer inflation fell to 15%

2023

Q1
- Unemployment rate drops by 2.9%
- US Banking Crisis
- Repo rate: 7.75%
- Fears of Stage Eight Load shedding

Q2
- Repo rate: 8.25%
- New South African bank notes and coins
- Coronation of King Charles II
- Lady R incident impacts SA rand

Q3
- China exports continue to fall
- US economy grew faster than expected
- Outbreak of Bird Flu
- Taxi strike in Western Cape
- BRICS expands membership

Q4
- Isreal-Palestine War
- S&P Credit Rating unchanged
- New Eskom CEO
- Springbok Win Rugby world cup

EIGHTY20

Source: Eighty20 Credit Stress Report 2023 Q3

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ELECTRICITY BLACKOUTS

Nielsen Loadshedding Dashboard (Source: BRC SA)

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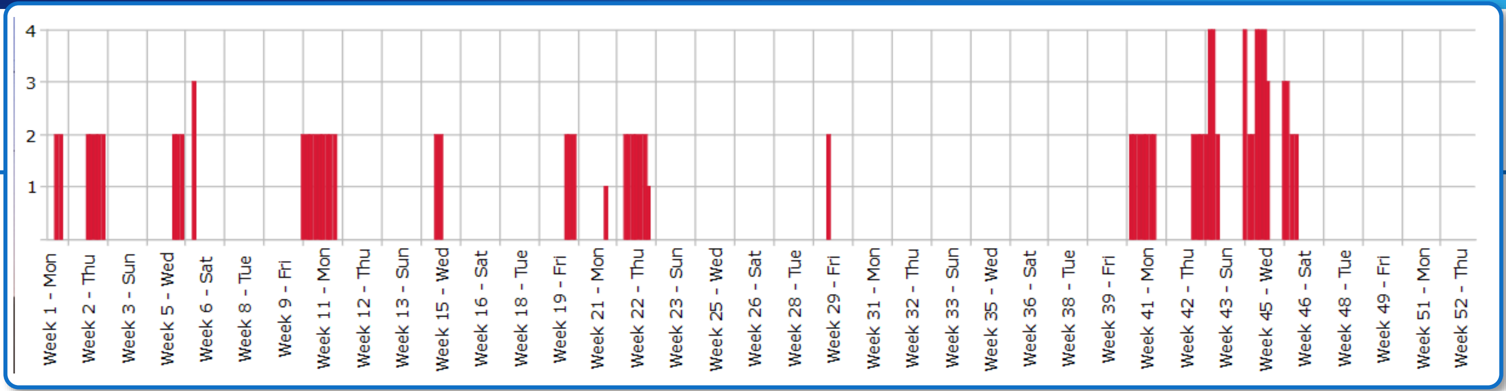
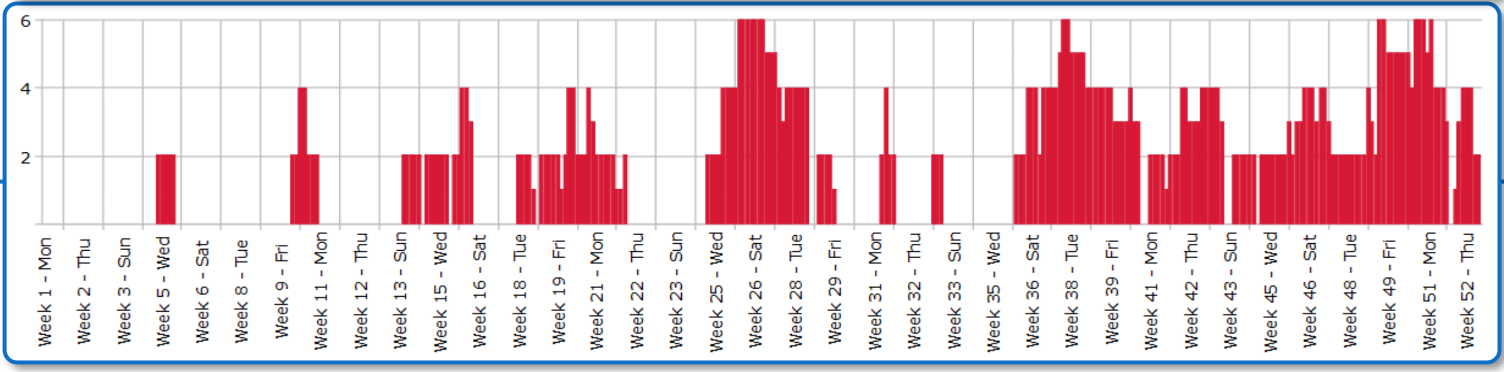
2021
2022
2023

2021



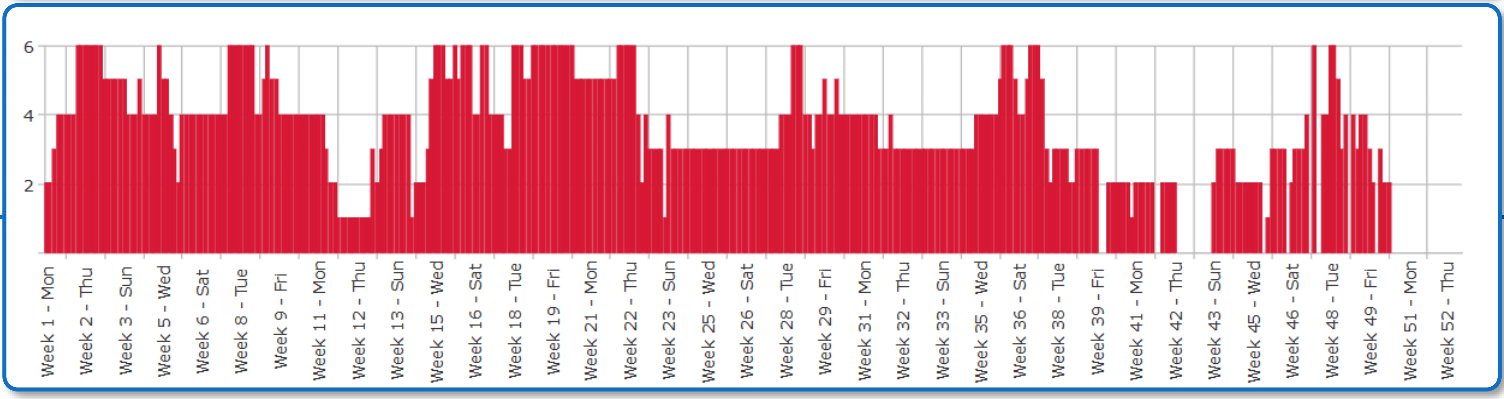
Stage 0-4

2022



Stage 0-6

2023

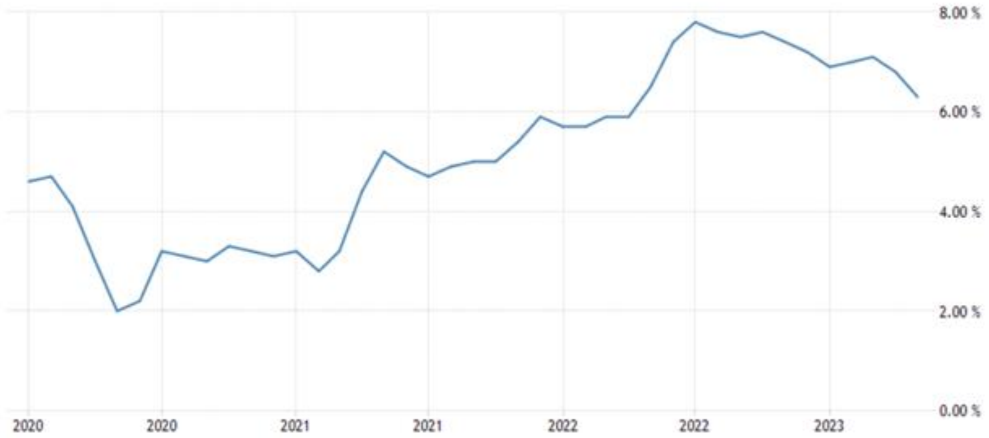


Stage 0-6

ECONOMIC LANDSCAPE: % YOY

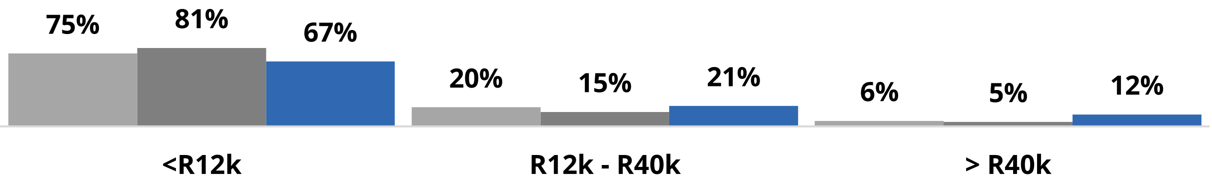
2021
2022
2023

South African Inflation Rate

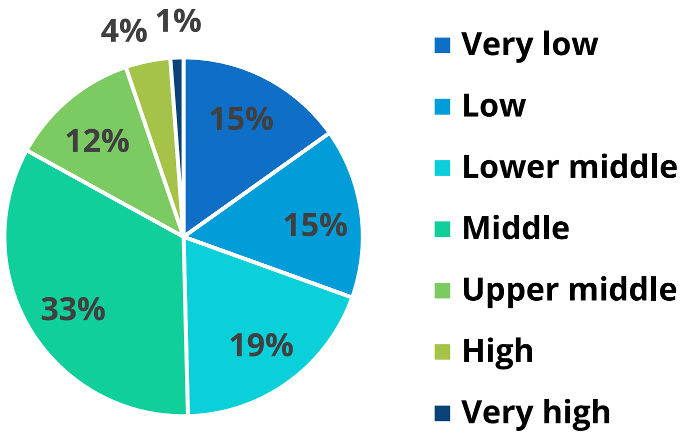


Source: Trading Economics.com

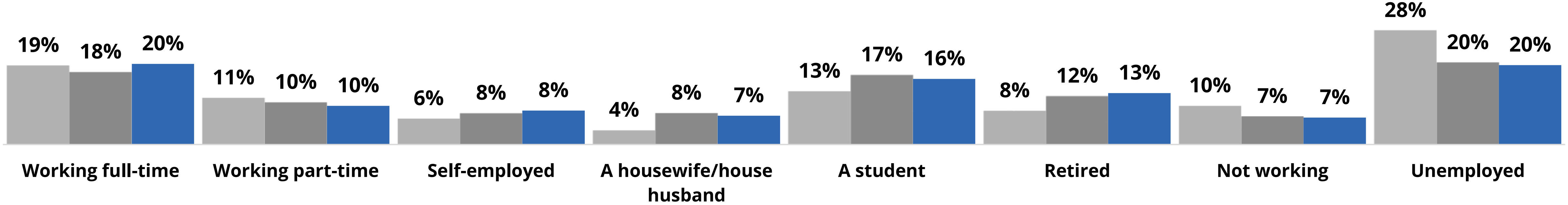
Monthly Household Income



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



Working Status



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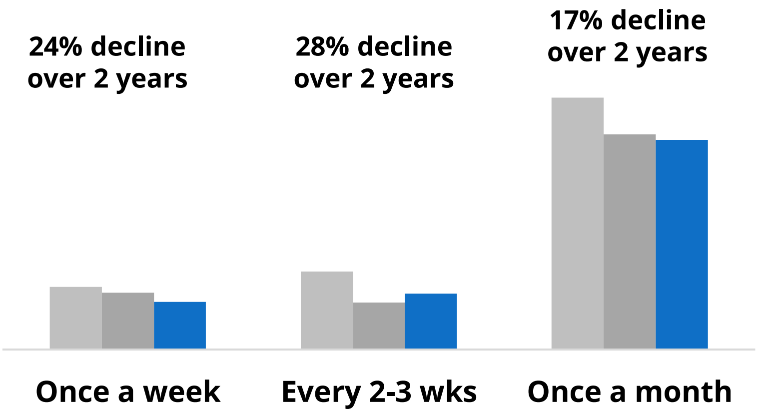
THE FINANCIAL STRAIN

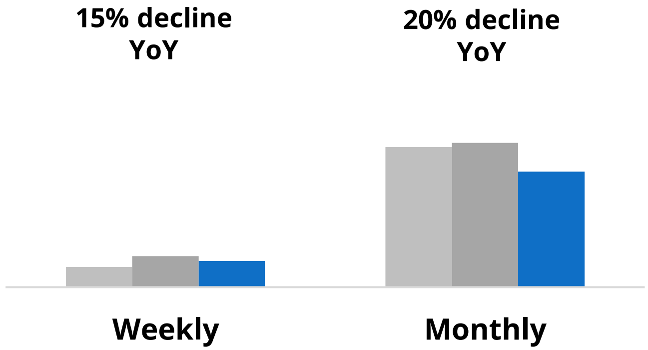
2021
2022
2023

Fast Food – How Often

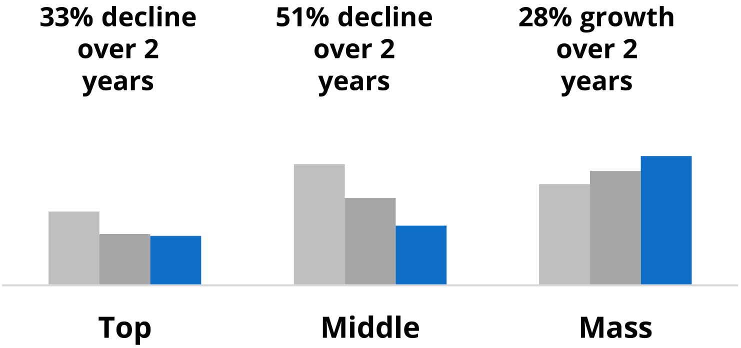


Frequency of consuming Fast Food and Eating Out have declined over a two year period

Eat Out– How Often

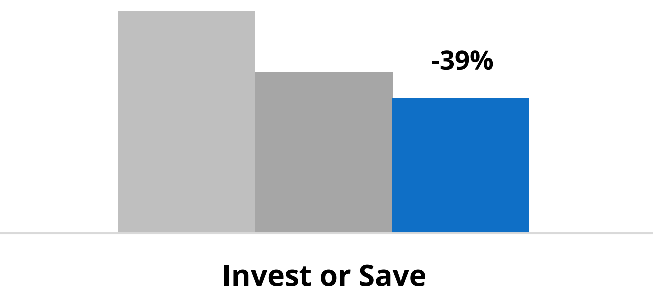


DStv Subscription



The cheaper DStv packages now make up the bulk of their subscriber base, indicating that price has become an issue with their Top and Middle tier customers

Save or Invest



Overall decline of 39% over 2 years implies that South Africans have less disposable income available to save or invest

Jan '21 –Dec'21 Pop 15+: 43 099 774 | Jan '22- Dec '22 Pop 15+: 43 592 223 | Jan '23- Dec '23 Pop 15+: 43 592 223

BRAND LOYALTY TRENDS: % POP YOY

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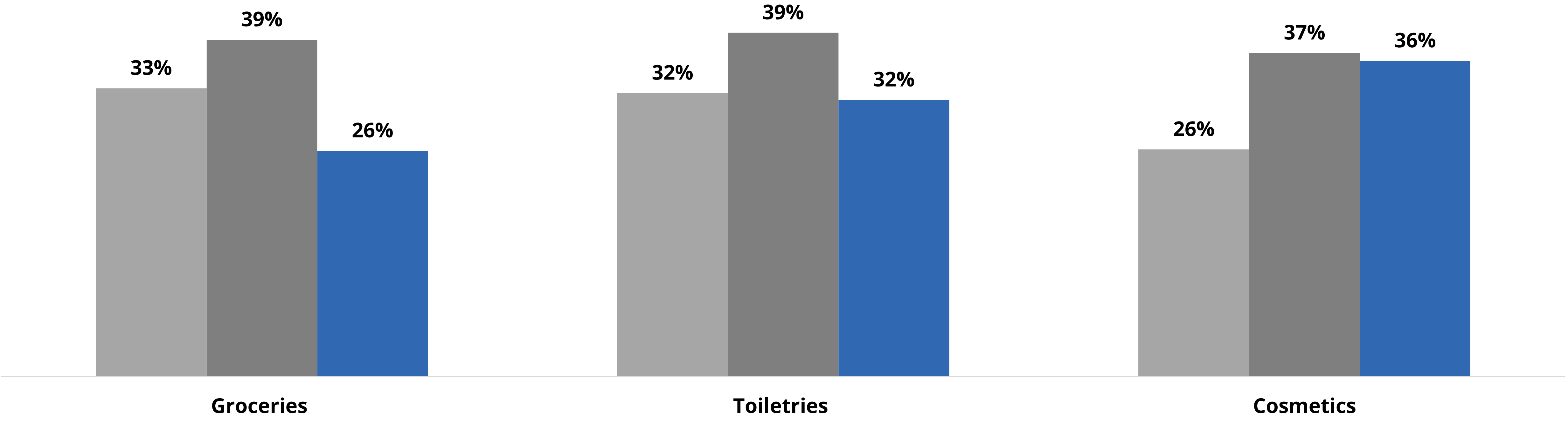
2021
2022
2023

Do you always buy the same brands?



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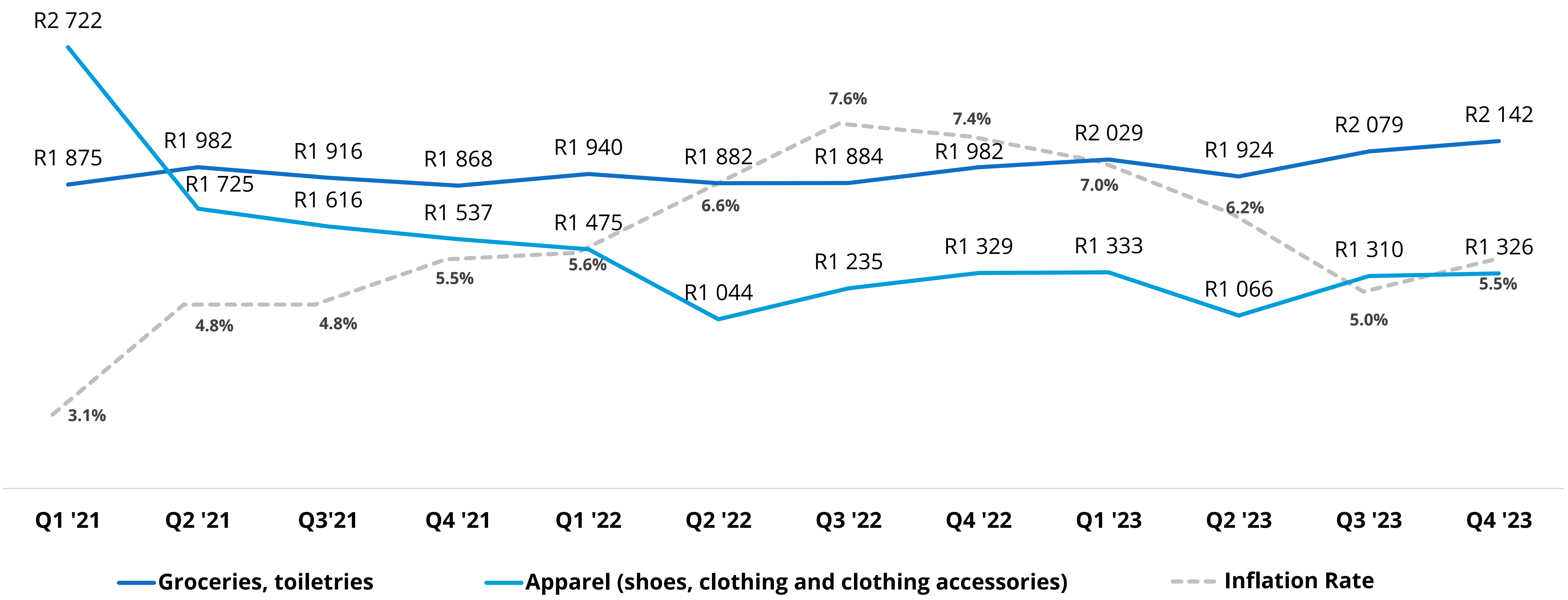
AVERAGE MONTHLY SPEND: GROCERIES + TOILETRIES & APPAREL: % QOQ



***CPI Inflation rate figures provided by StatsSA (January 2024)**

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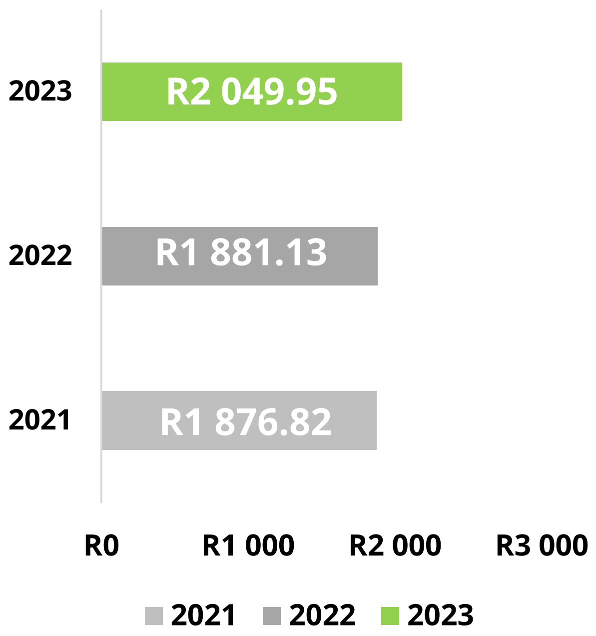
AVERAGE SPEND HAS INCREASED

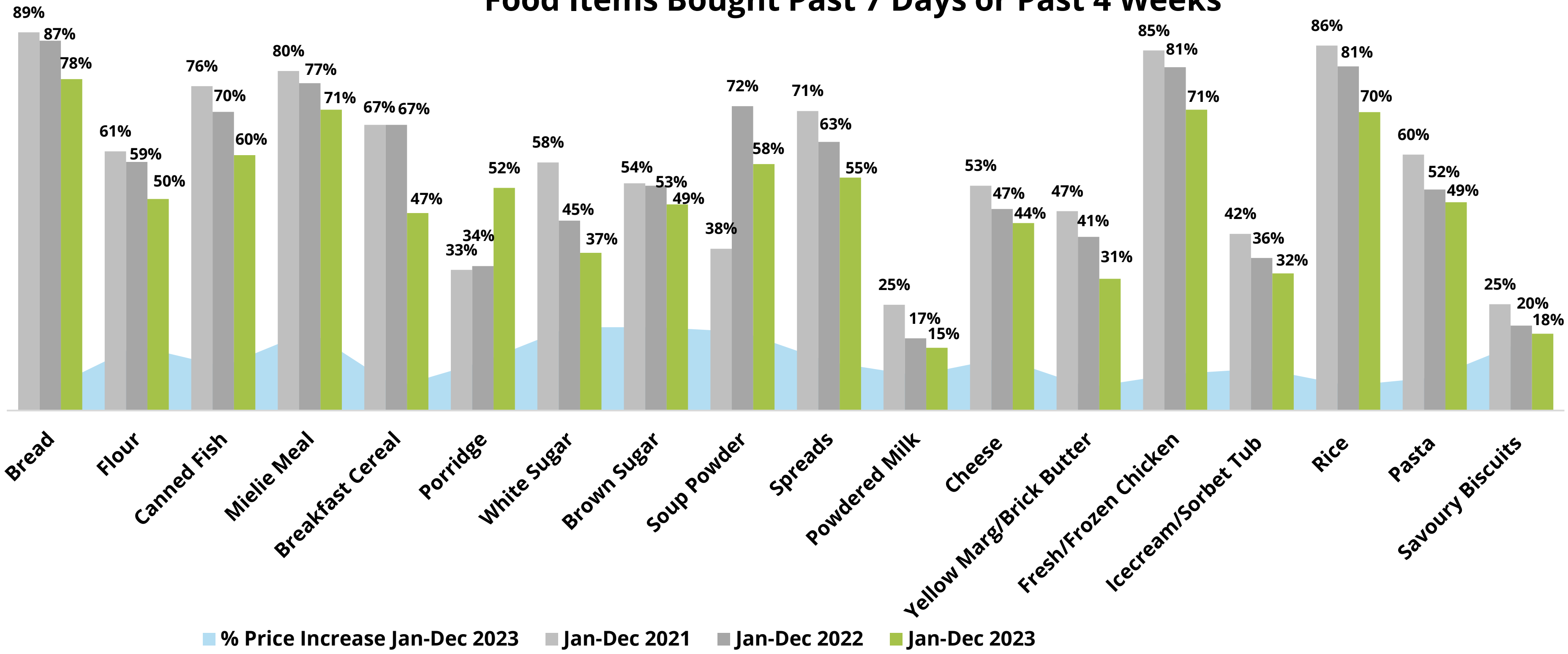
Average spend on groceries has increased year on year driven by price increases across the majority of products in a typical monthly basket of goods.

The average basket of basic good is getting smaller. Decline in consumption across majority of categories suggests that South Africans are paying more for goods in their baskets each month
The basket is getting smaller – driven by price

Average Amount Spent on Groceries per Month



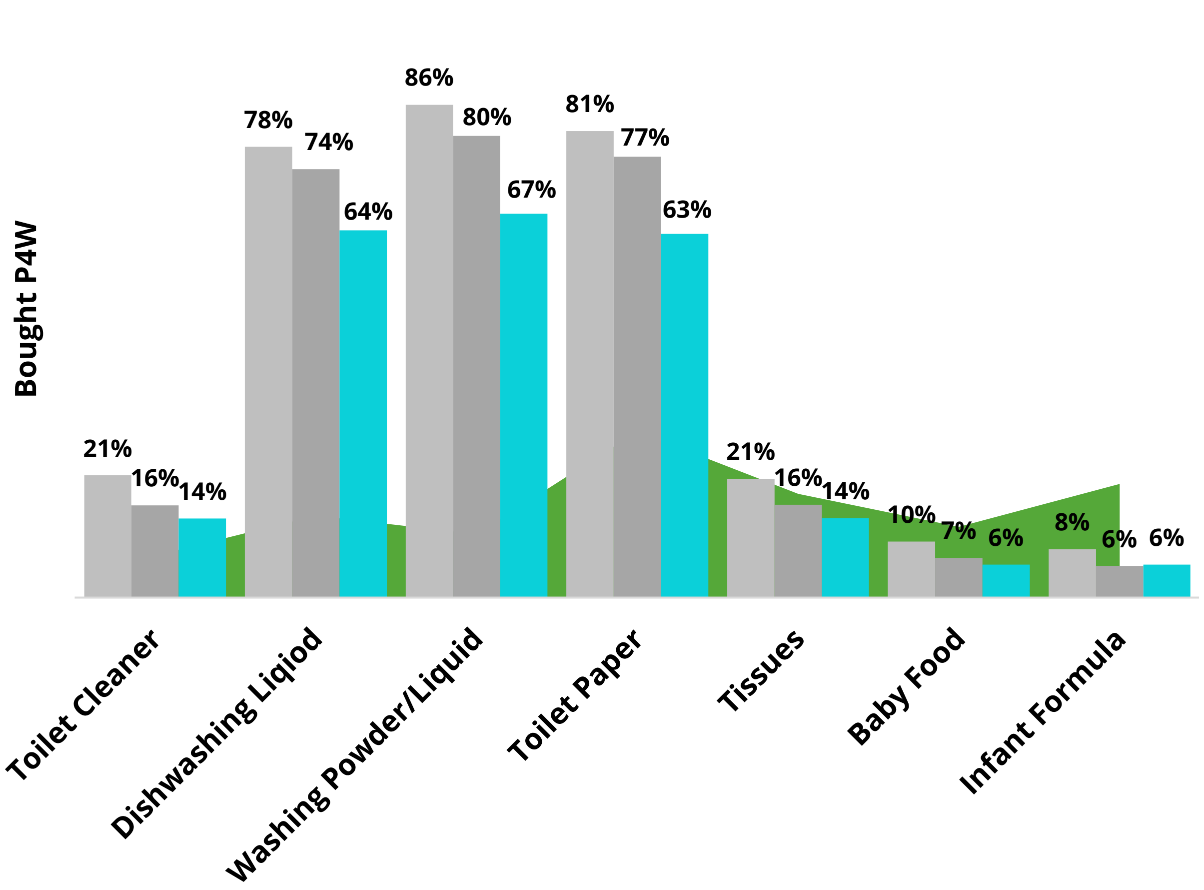
Food Items Bought Past 7 Days or Past 4 Weeks



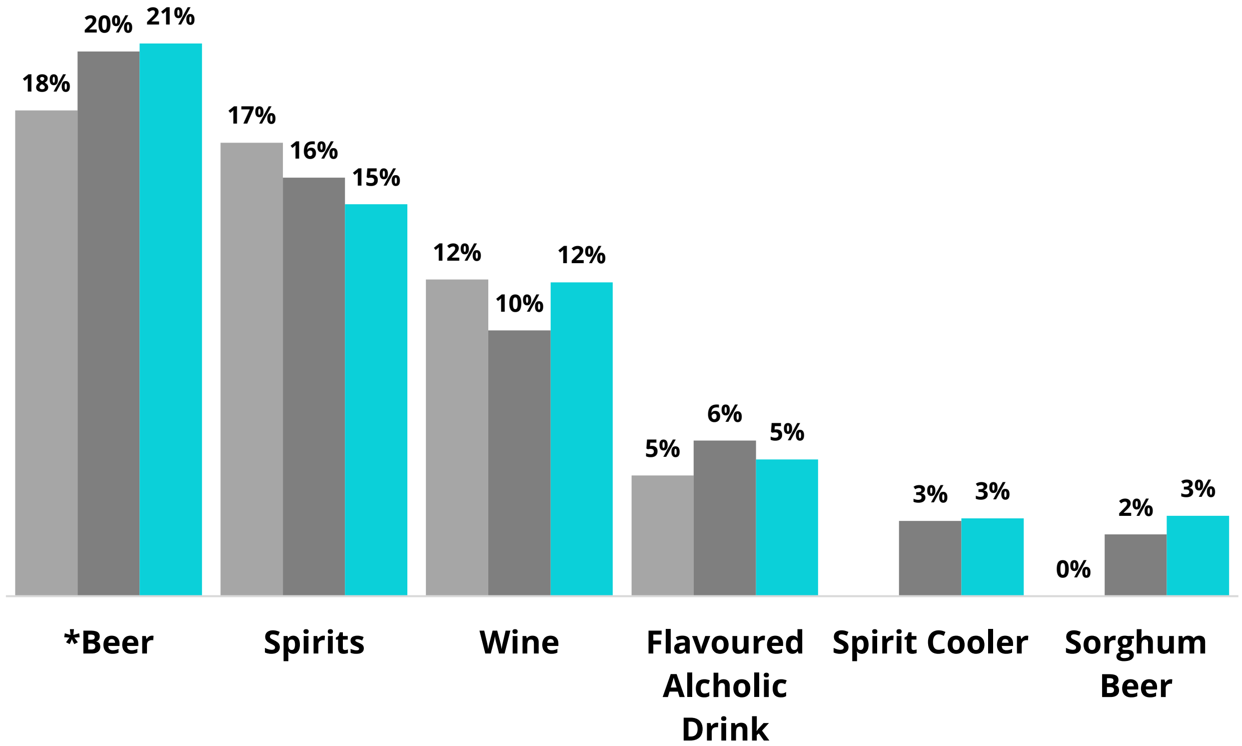
HOUSEHOLD GOODS AND BABY CATEGORIES

2021
2022
2023

Household Goods Bought Past 4 Weeks



Alcohol Consumed Past 7 Days



**Traditional beer not included*

Jan '21 –Dec'21 Pop 15+: 43 099 774

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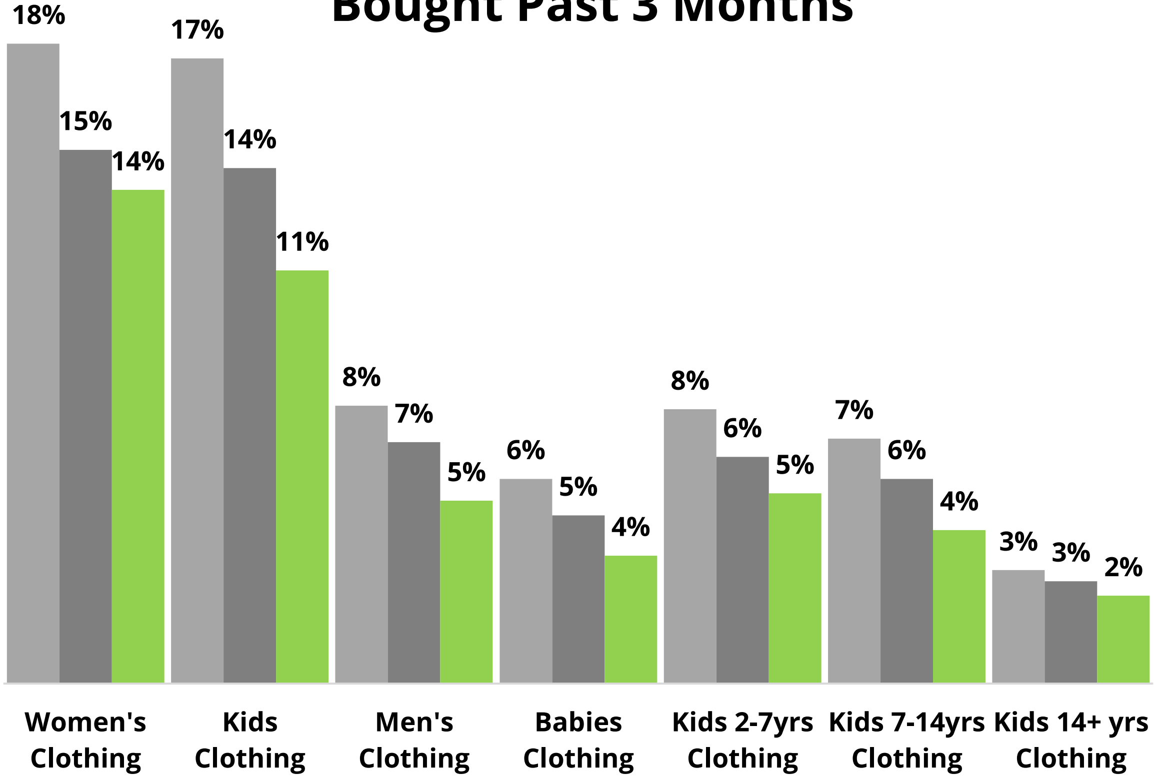
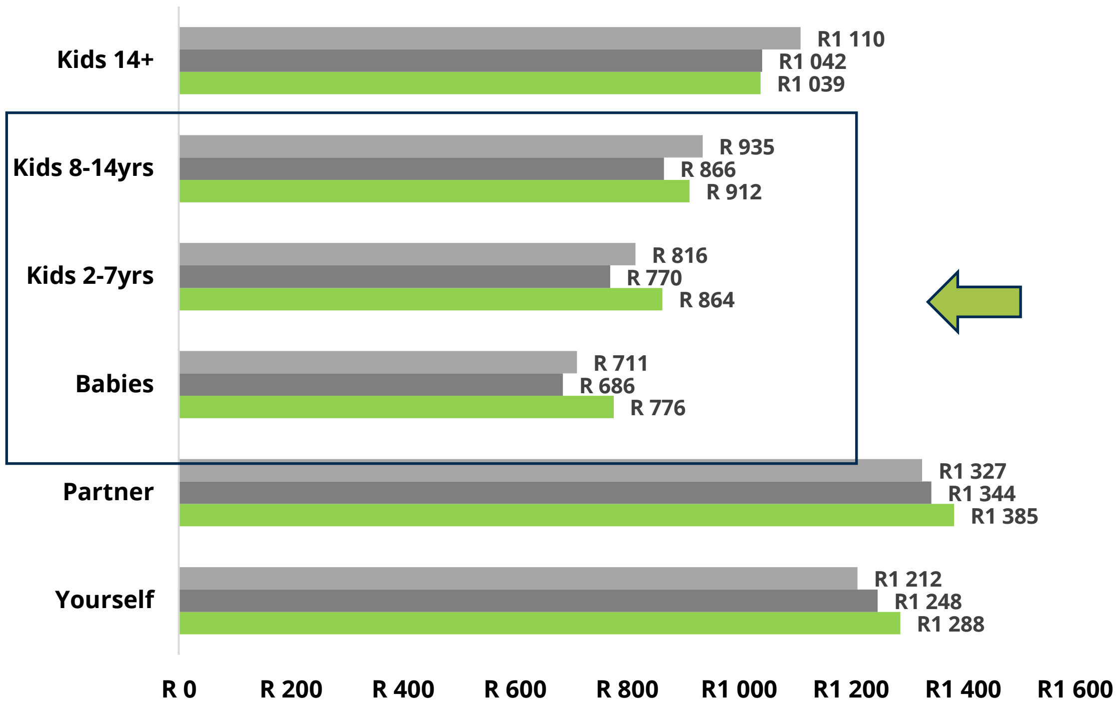
CLOTHING

2021
2022
2023

Bought Past 3 Months



Average Amount Spent on Clothing



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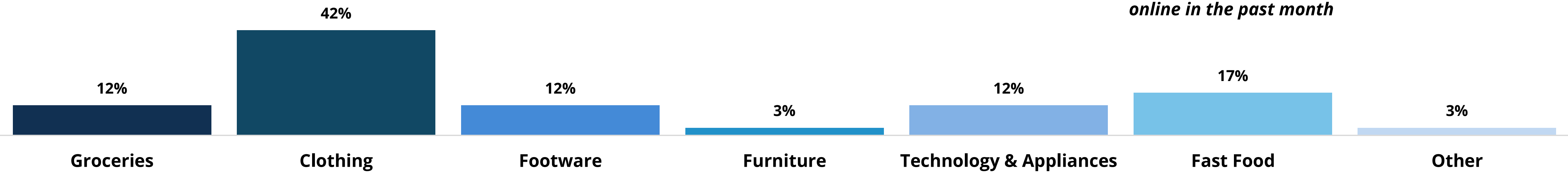
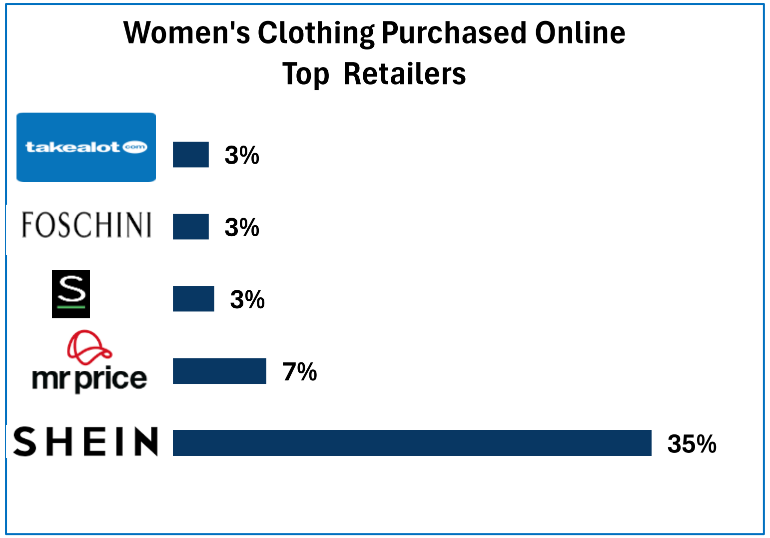
CLOTHING P4W

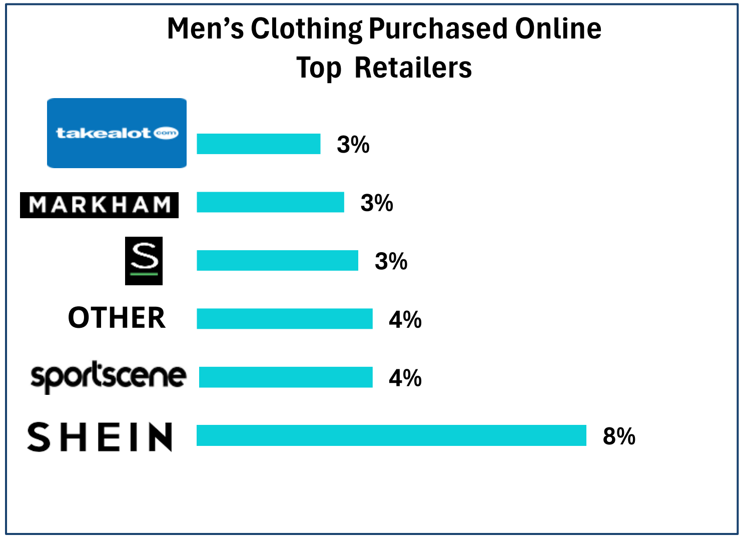
Within online clothing purchasing SHEIN is the retailer of choice

Online Shopping: Purchased P4W

1,9m people purchased clothing online in the past month







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Media Landscape

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TV LANDSCAPE (P7D)

9.6M people spend **more than 20 hours** per week watching TV.

TOP 4 TV Channels Viewership

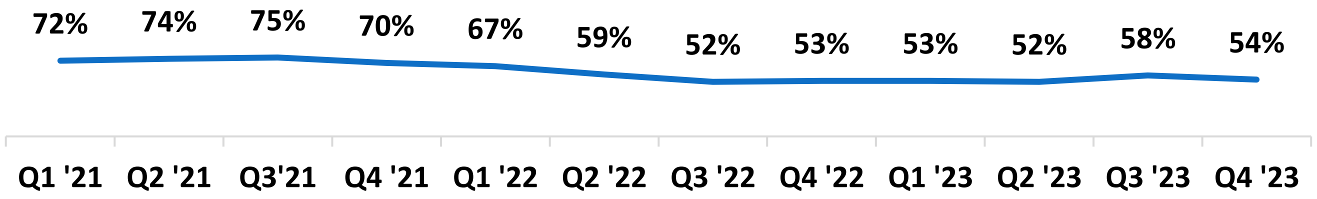
SABC 1 — **10.5M** Watched P7D

e — **8.6M** Watched P7D

SABC 2 — **6.6M** Watched P7D

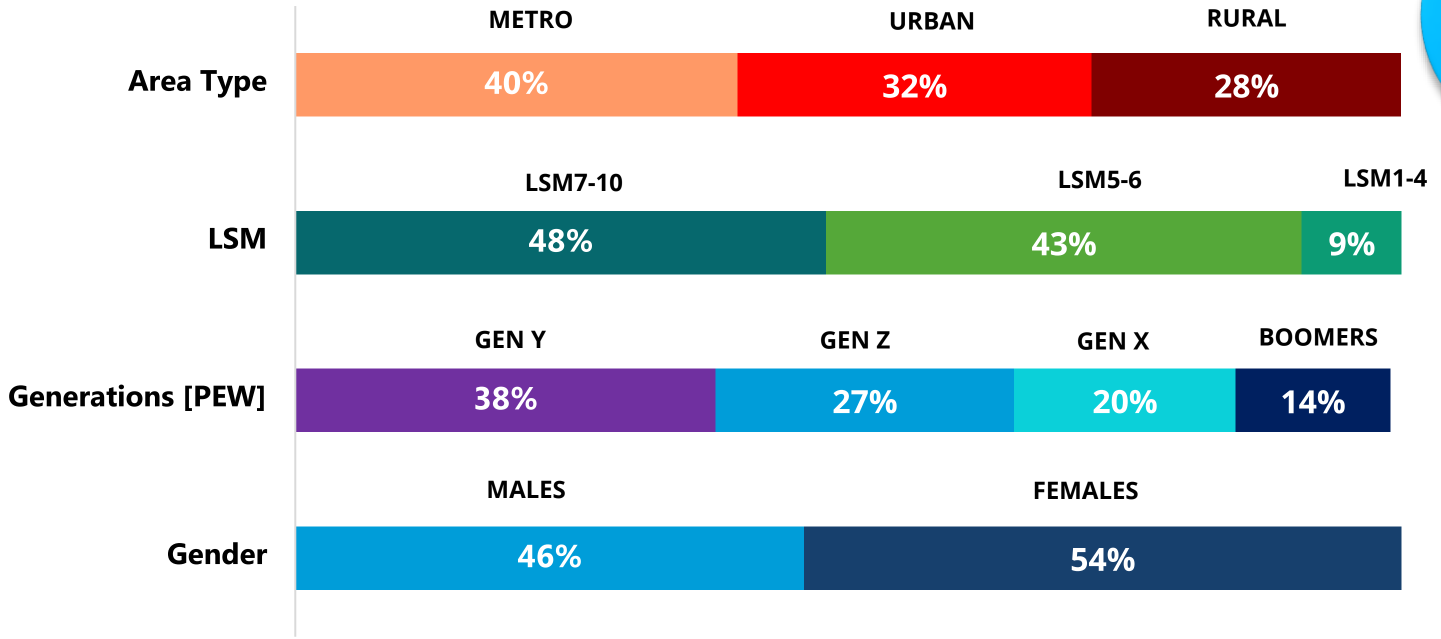
SABC 3 — **5.2M** Watched P7D

Watched TV*P7D



Television (P7D) Penetration **54%**

DSTV (P7D) Penetration **38%**



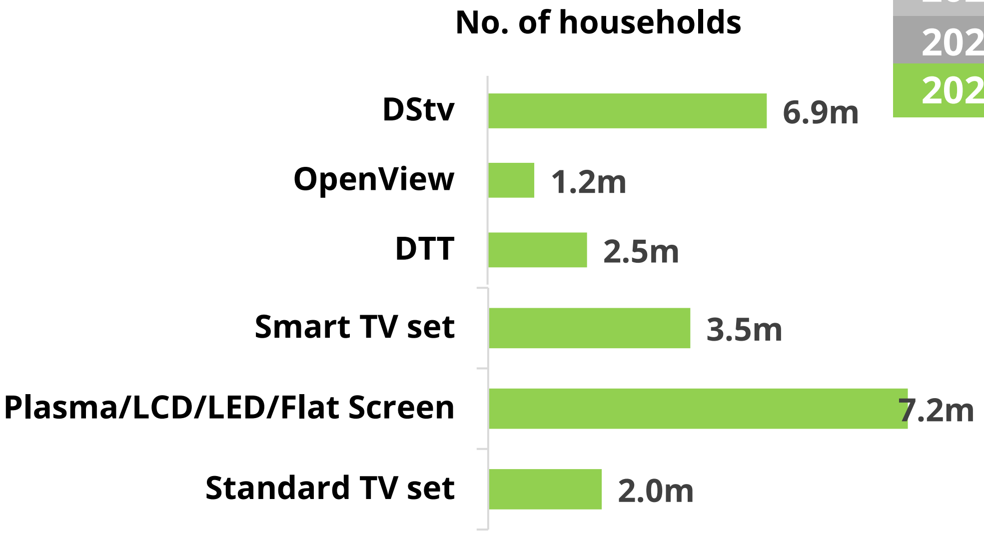
TV Penetration - Percentages displayed on the graph at the top are based on the total population. The demographic profile results are based on N = 23 515 667*

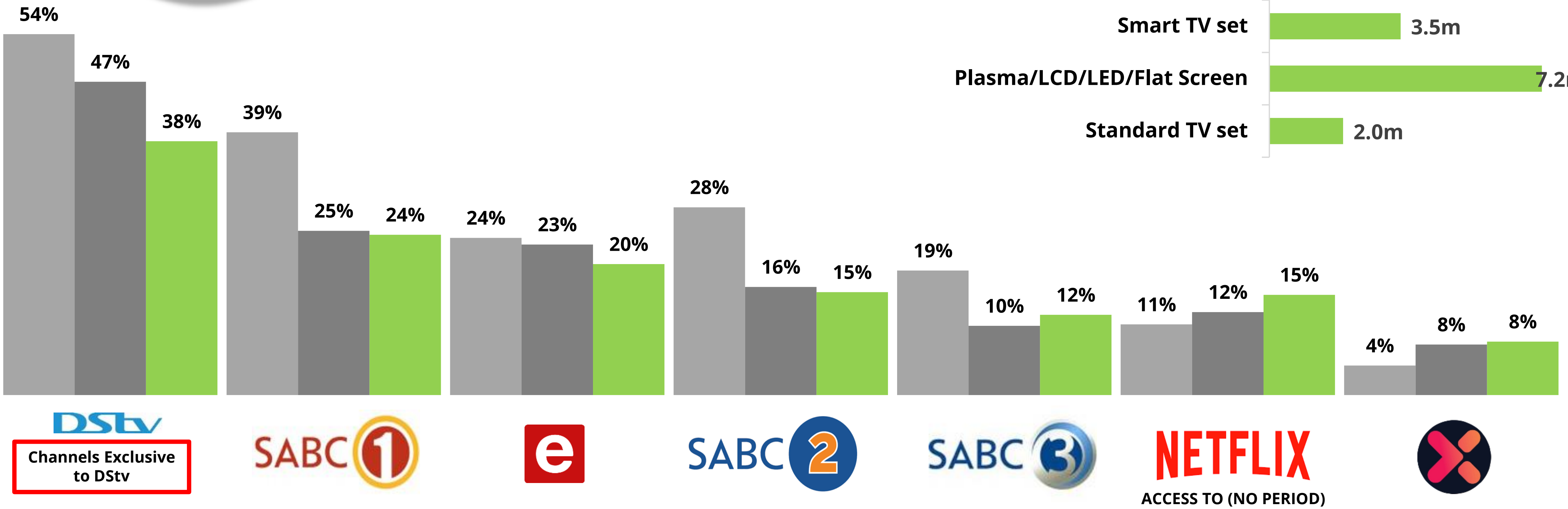
Jan '21 –Dec'21 Pop 15+: 43 099 774 | Jan '22- Dec '22 Pop 15+: 43 592 223 | Jan '23- Dec '23 Pop 15+: 43 592 223

TV CHANNELS & STREAMING: P7D YOY

2021
2022
2023

79% of HH own TV sets





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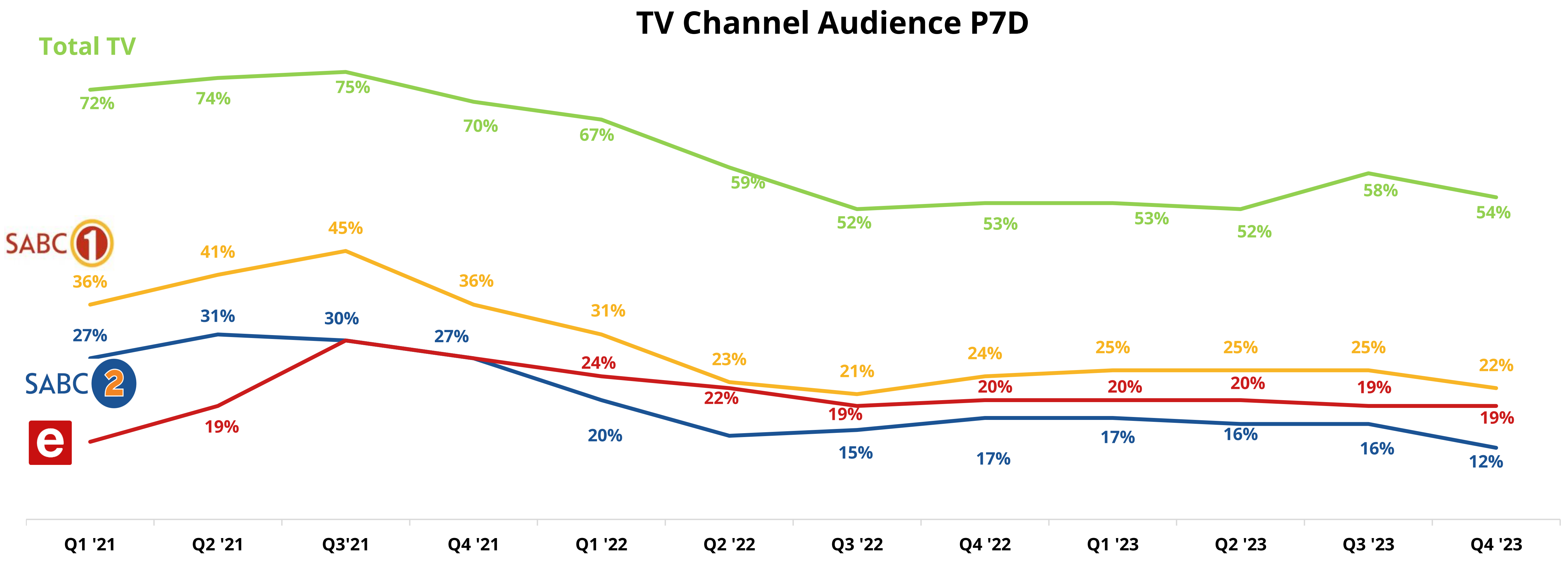
TV CHANNEL PENETRATION: % QOQ



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Streaming Landscape

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8.0M people **have access to** on-demand streaming services.

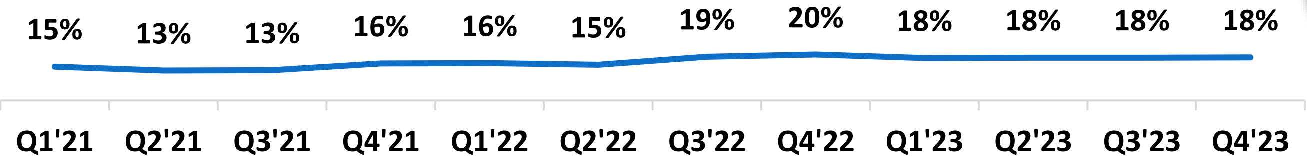
Top 3 Streaming services

YouTube — Access to YouTube **10.9M**

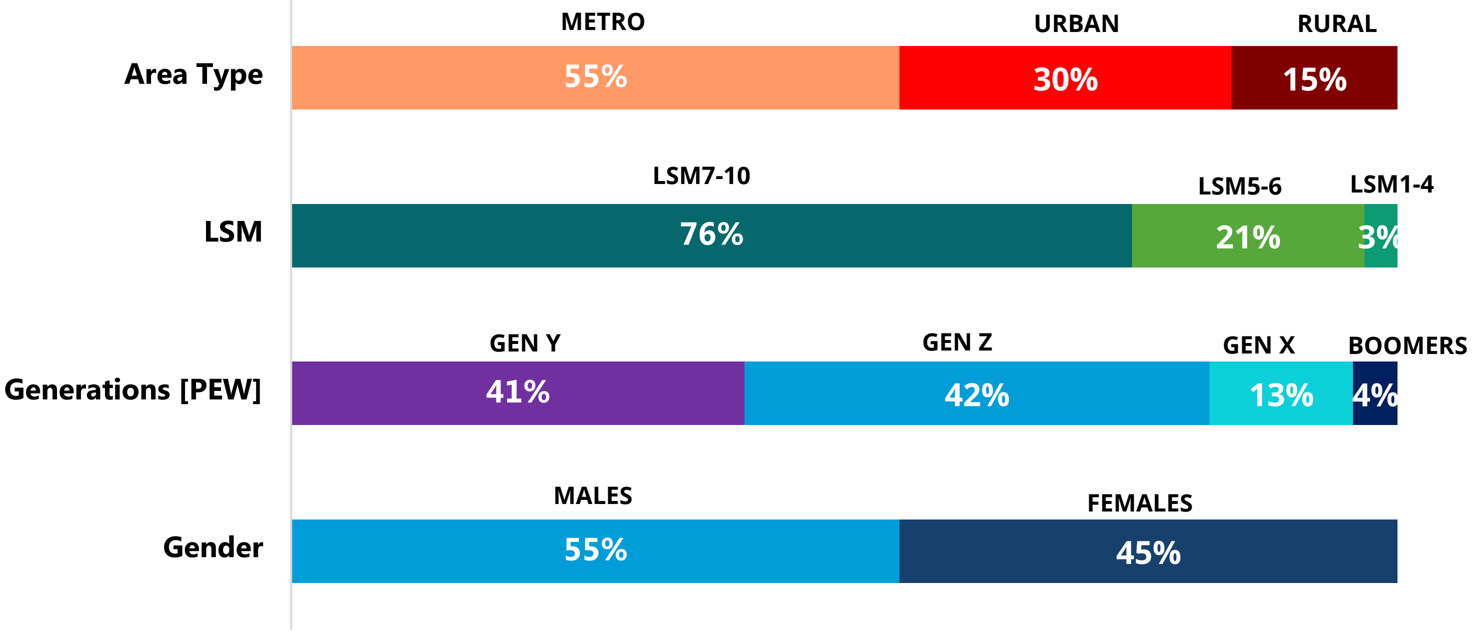
NETFLIX — Access to Netflix **6.3M**

Access to Showmax **3.6M**

On-demand streaming



Streaming Penetration **19%**



On-demand streaming Penetration - Percentages displayed on the graph at the top are based on the total population. The demographic profile results are based on N = 8 072 102.*

N = 8 072 102

Jan'23- Dec'23 Pop 15+: 43 592 223

Social Media (P4W)

13M South Africans spend **more than 20 hours** per week on social media.

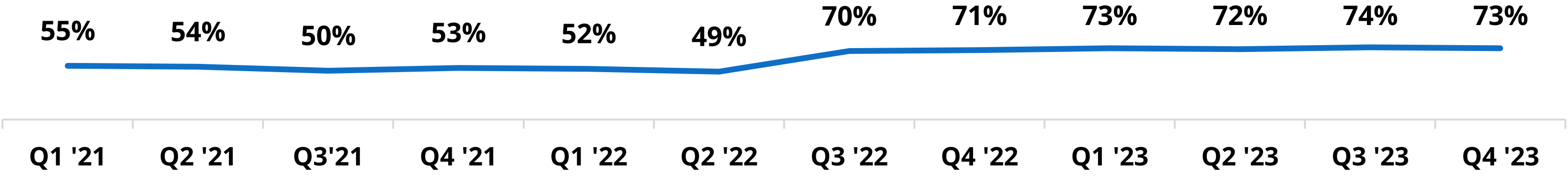
TikTok

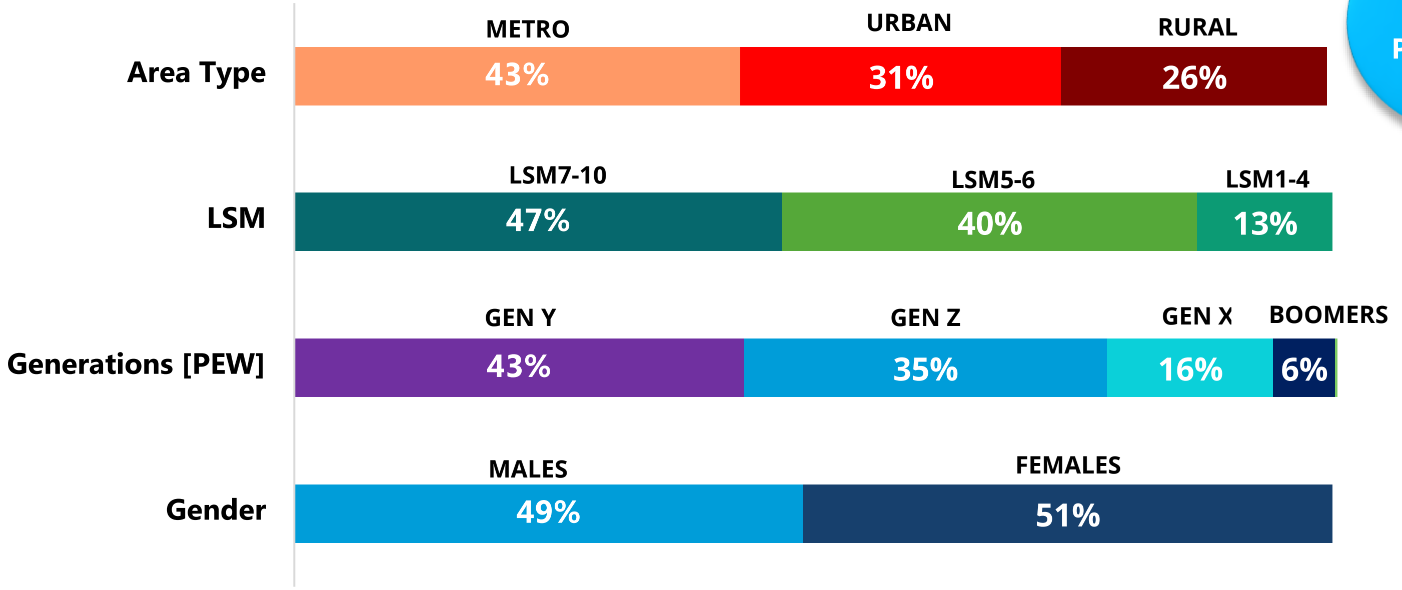
has a global potential ad reach of 1.218 billion users aged 18 and above.

Out of 4.95 billion active social media users, 24.65% use TikTok.

6M South Africans used TikTok as a search engine.

Social Media* P4W





Social Media (P4W) Penetration 73%

P4W: TOP 3 SOCIAL MEDIA PLATFORMS

WhatsApp 28M

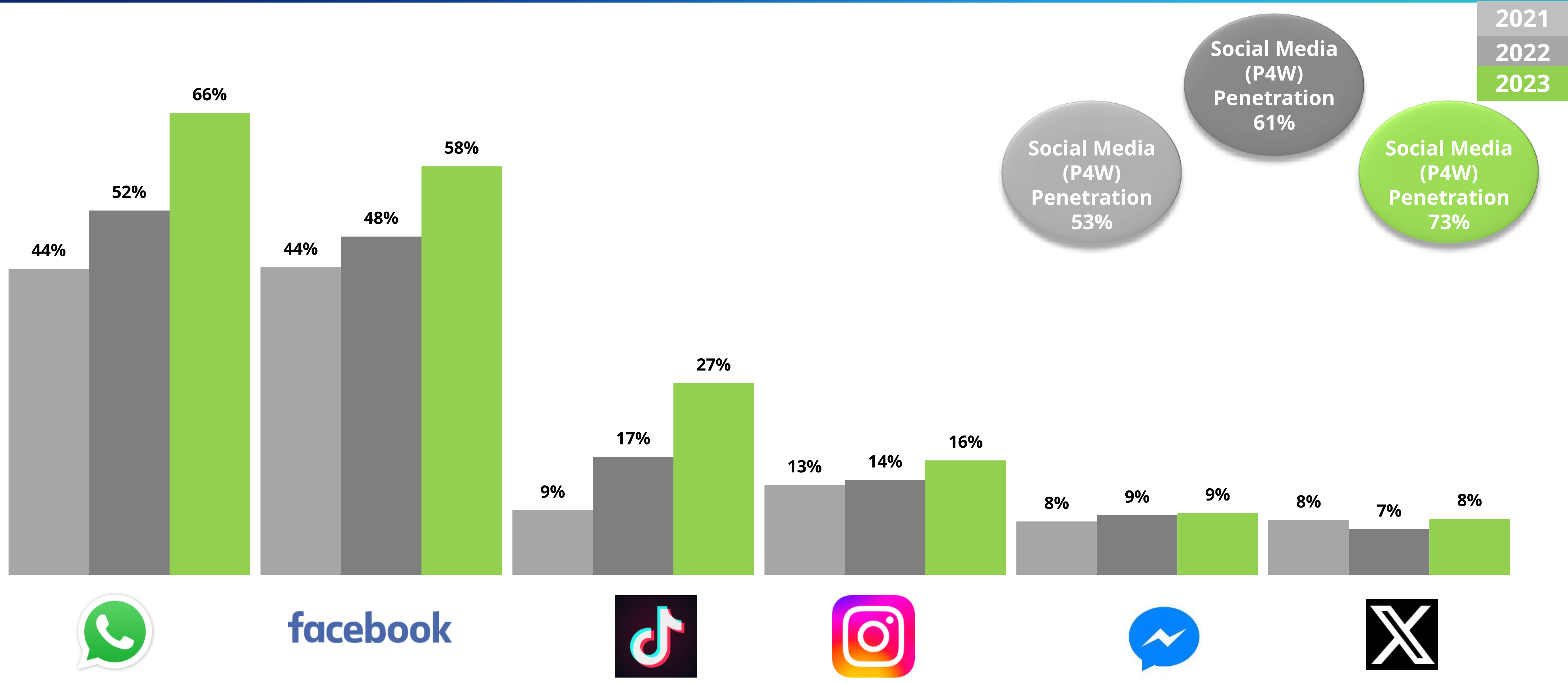
facebook 25M

TikTok 11M

N =31 960 259

Social Media - Percentages displayed on the graph at the top are based on the total population. The demographic profile results are based on N = 31 960 259*

Social Media Shifts: % Pop YoY

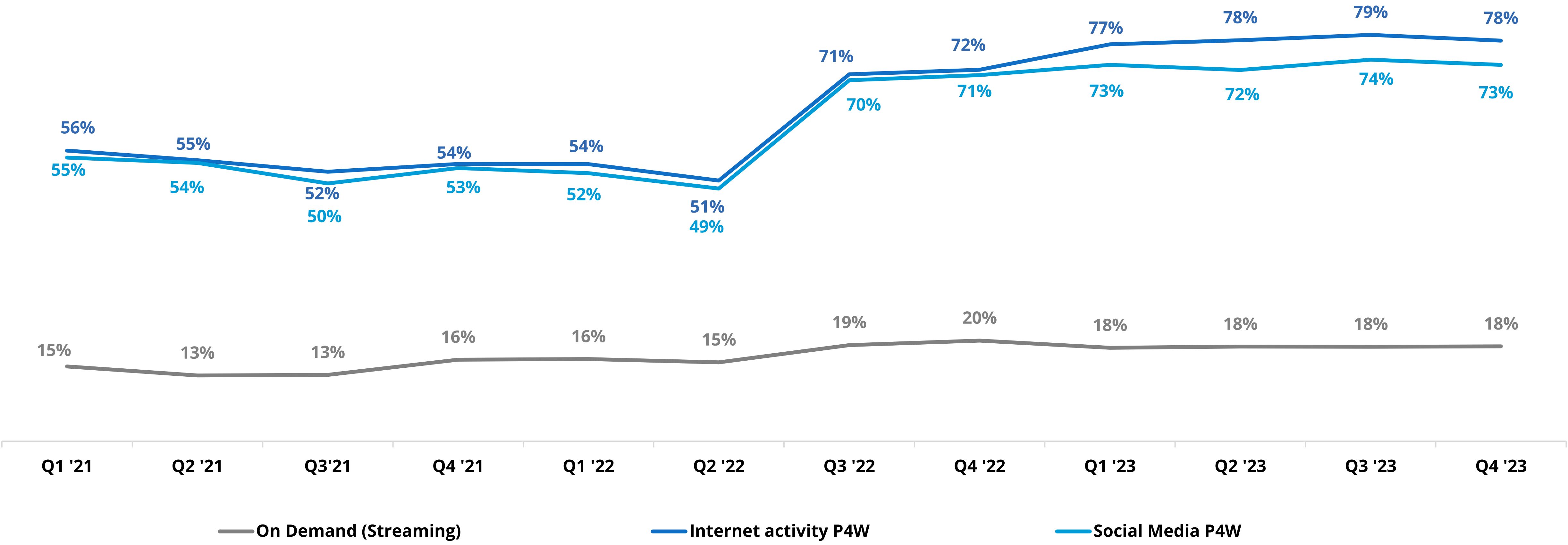


Jan '21 –Dec'21 Pop 15+: 43 099 774

Jan '22- Dec '22 Pop 15+: 43 592 223

Jan '23- Dec '23 Pop 15+: 43 592 223

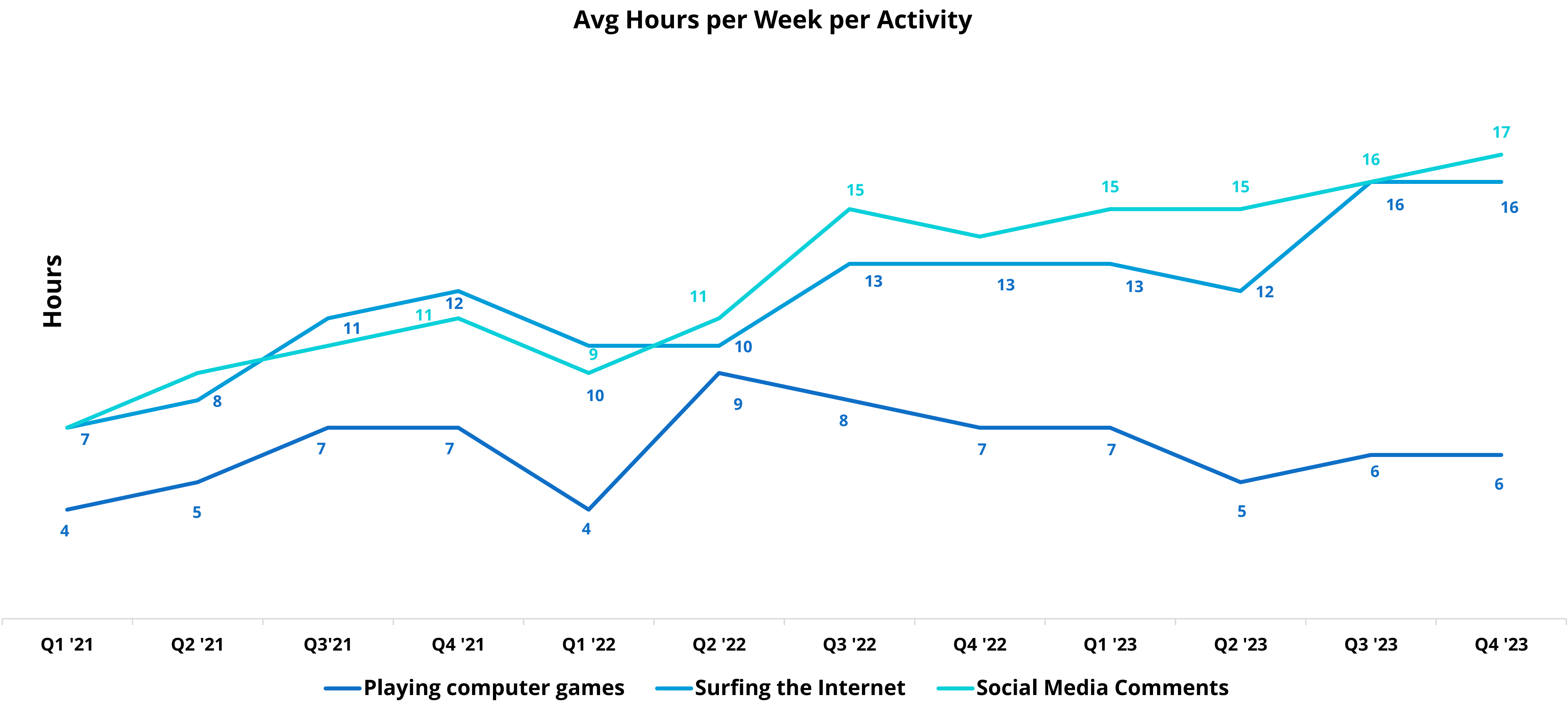
Internet Penetration Shifts



***Q2 2022-Q4 2023 data reflects significant shifts attributed to increased exposure of questionnaire questions to a broader audience.**

Jan '21 –Dec'21 Pop 15+: 43 099 774 | Jan '22- Dec '22 Pop 15+: 43 592 223 | Jan '23- Dec '23 Pop 15+: 43 592 223

Digital Behaviour



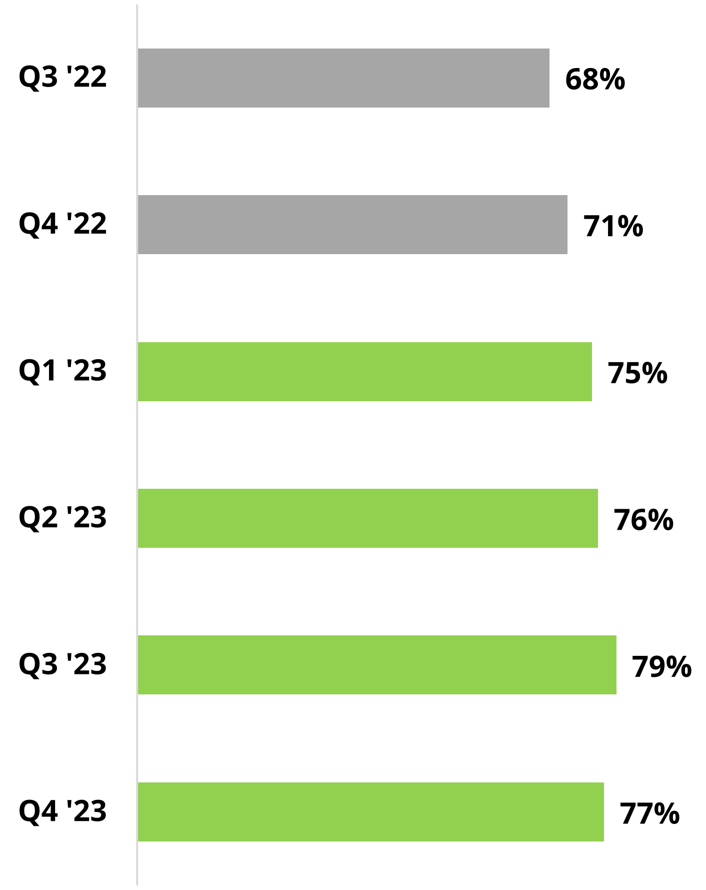
Jan '21 –Dec'21 Pop 15+: 43 099 774

Jan '22- Dec '22 Pop 15+: 43 592 223

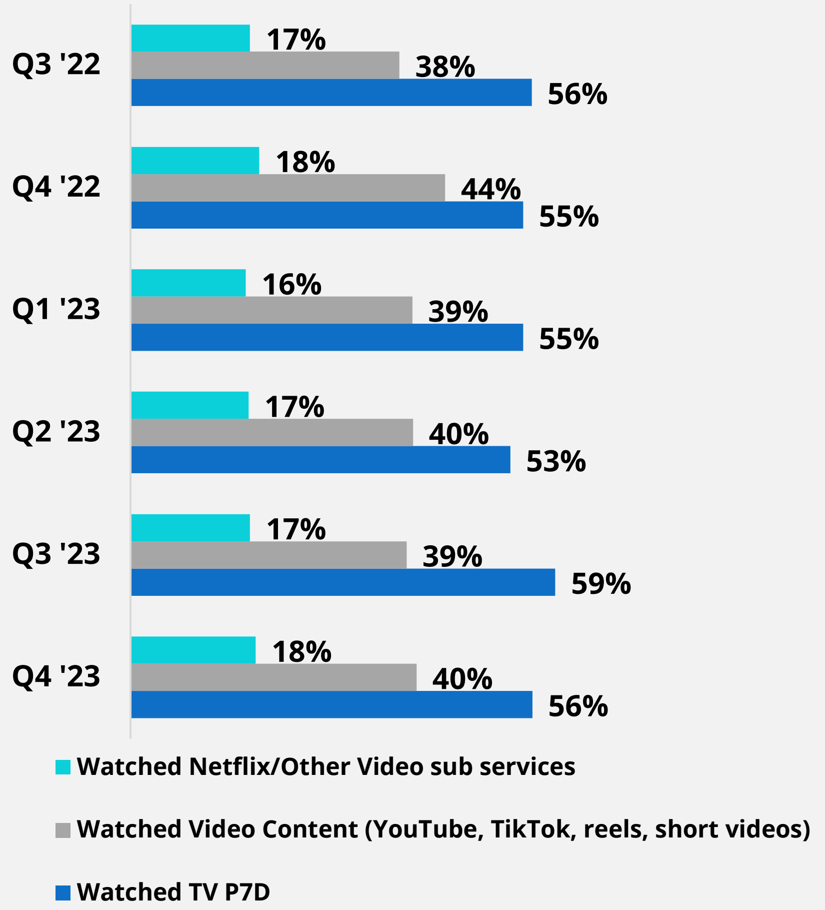
Jan '23- Dec '23 Pop 15+: 43 592 223

Internet Access and Social Media Engagement

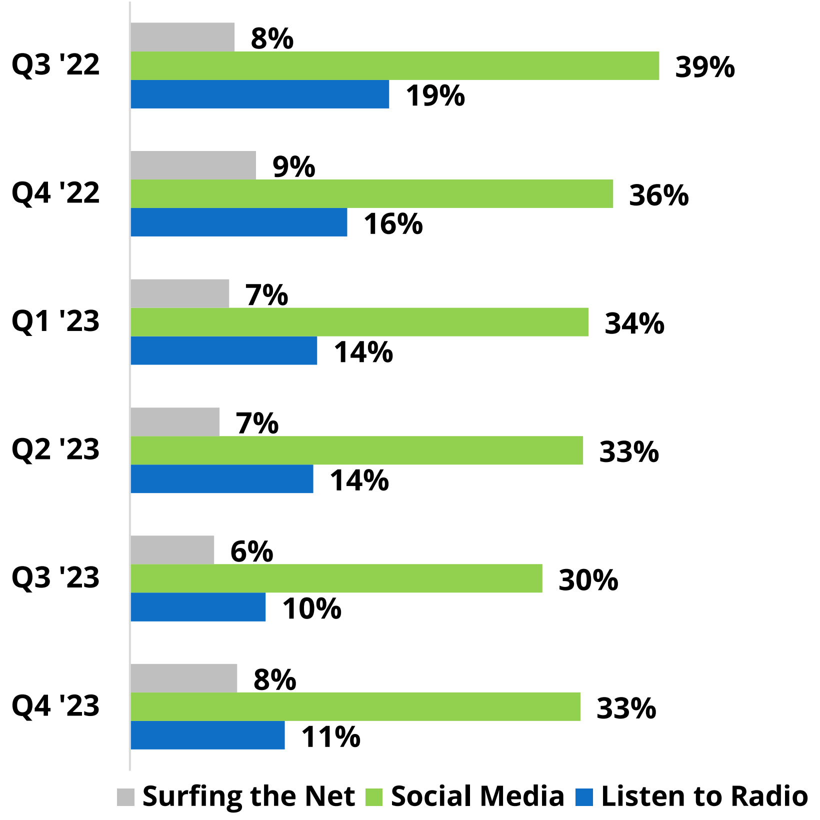
Accessed the Internet in the Past 7 Days



Accessed the Internet Past 7 Days: Video Viewing Consumption



Multiplatform Behaviour Other Activities While Watching TV



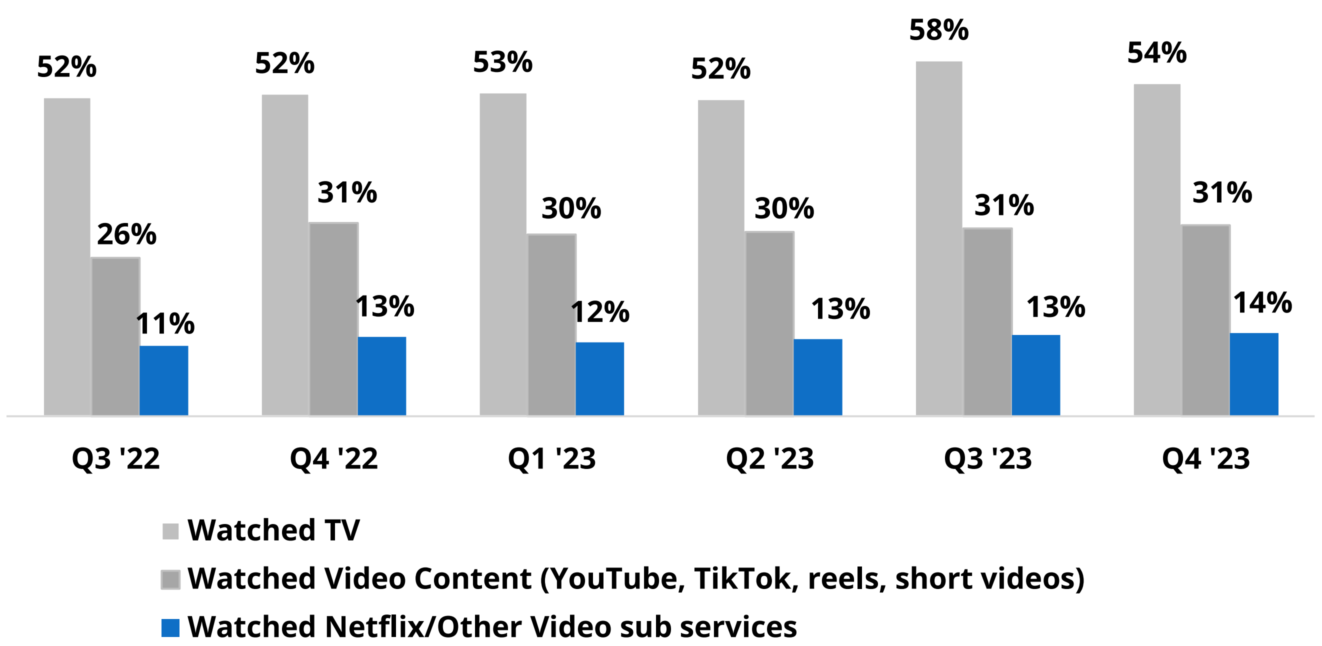
Jan ‘21 –Dec’21 Pop 15+: 43 099 774

Jan ‘22- Dec ‘22 Pop 15+: 43 592 223

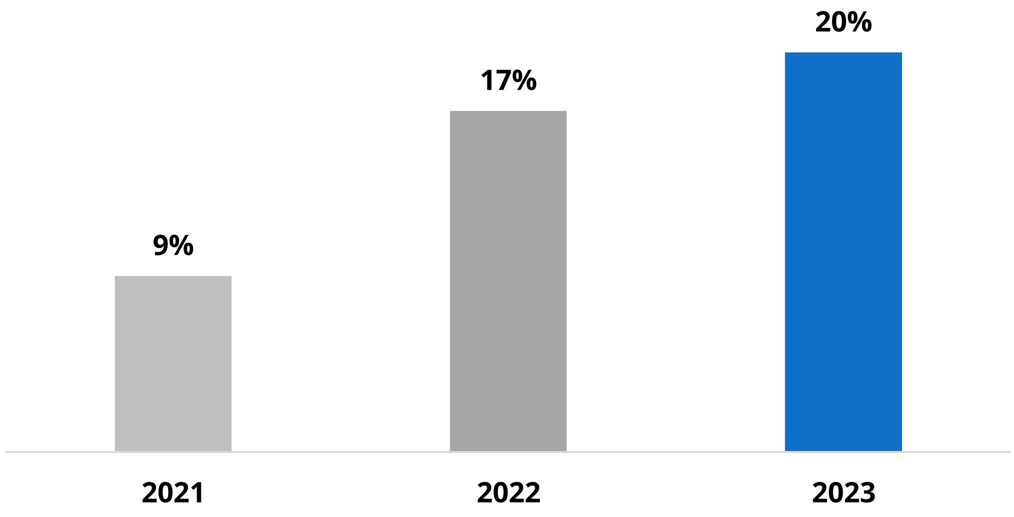
Jan ‘23- Dec ‘23 Pop 15+: 43 592 223

Video Content Viewing

Total Population Video Content Viewing P7D



Internet Connection in the Home



3,6m Households now have fixed internet access, an increase of 143% increase over two years.

94% of people who watched video content visited these social media platforms in the past seven days.

YouTube facebook TikTok

RADIO LANDSCAPE (P7D)

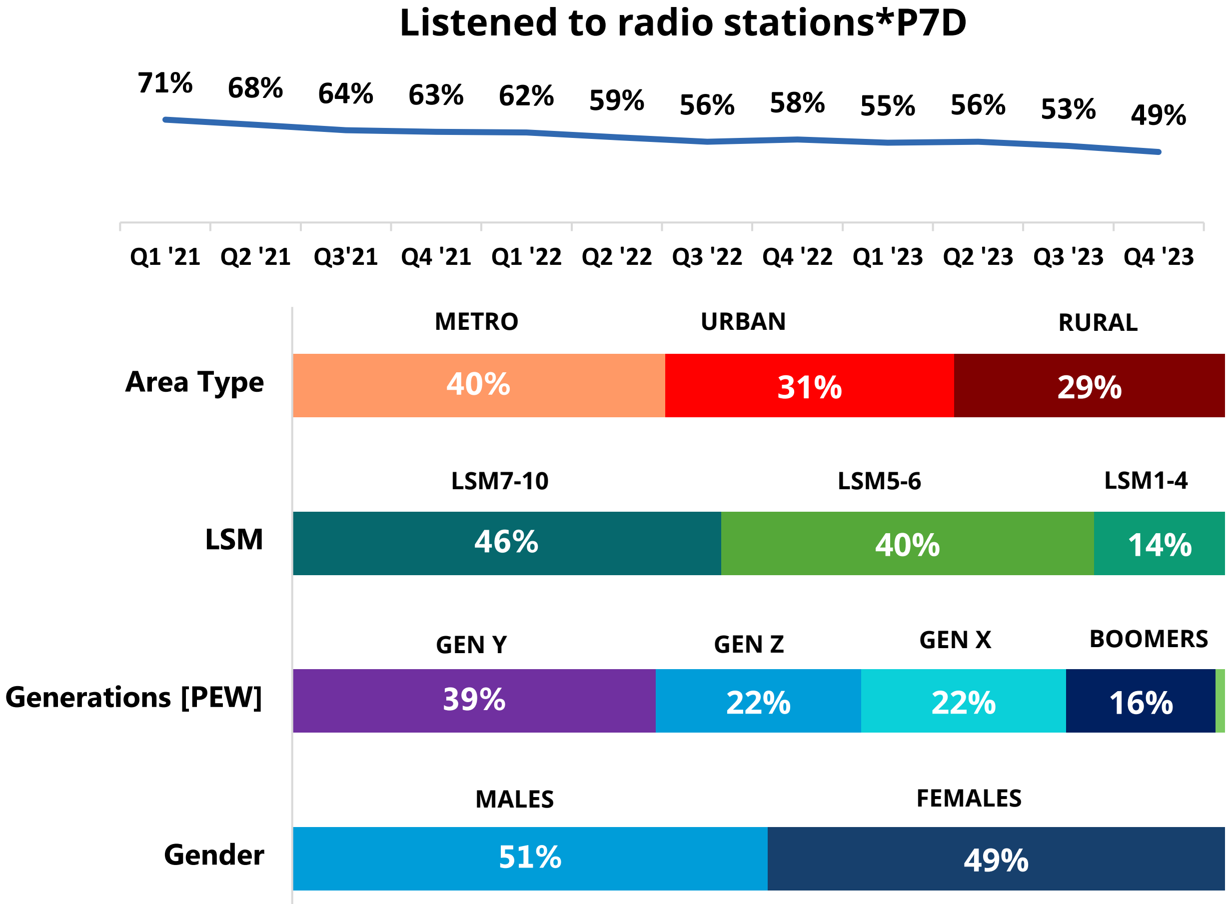
3.4M spend more than 20 hours per week listening to the radio

1.6M spend more than 20 hours per week listening to a podcast

21M listened to Commercial Stations (P7D)

4M listened to Community Stations (P7D)

48K listened to Internet radio stations (P7D)



Radio (P7D) Penetration **53%**

Audio streaming (Ave. Week) Penetration **8%**

Podcast (Ave, Week) Penetration **4%**

P7D: TOP 5 Radio Stations

Ukhozi FM	P7D 4.3M
uMhlobo Wenene FM	P7D 2.5M
Lesedi FM	P7D 2.2M
Metro FM	P7D 2.1M
Motsweding FM 87.9 - 107.9	P7D 1.7M

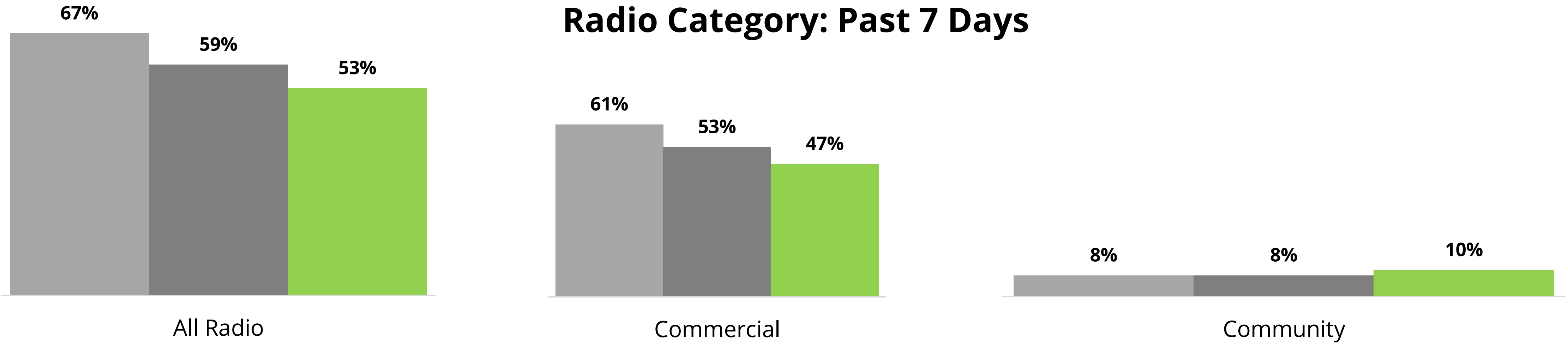
N=23 286 969

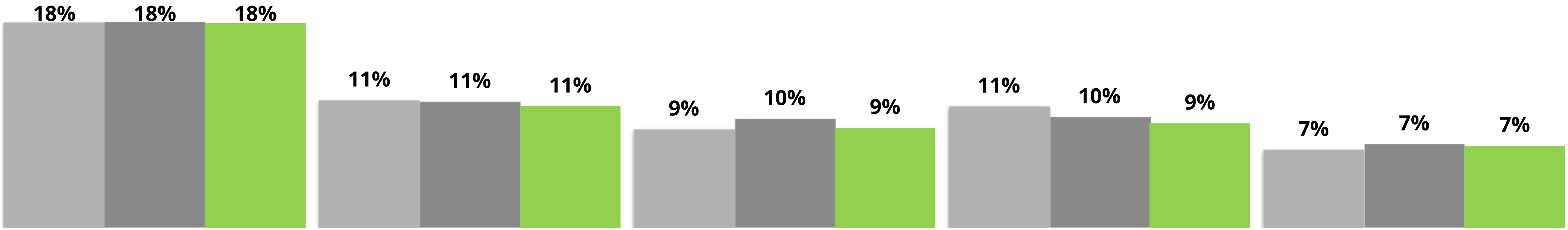
Radio Penetration - Percentages displayed on the graph at the top are based on the total population. The demographic profile results are based on N = 23 286 969.*

TOP 5 RADIO STATIONS P7D: % POP YOY

2021
2022
2023

Radio Category: Past 7 Days





ukhozi fm luhamba phambili!
uMhlobo Wenene fm
METRO FM
LESEDI FM
Motsweding FM 87.9 - 107.9

Jan ‘21 –Dec‘21 Pop 15+: 43 099 774
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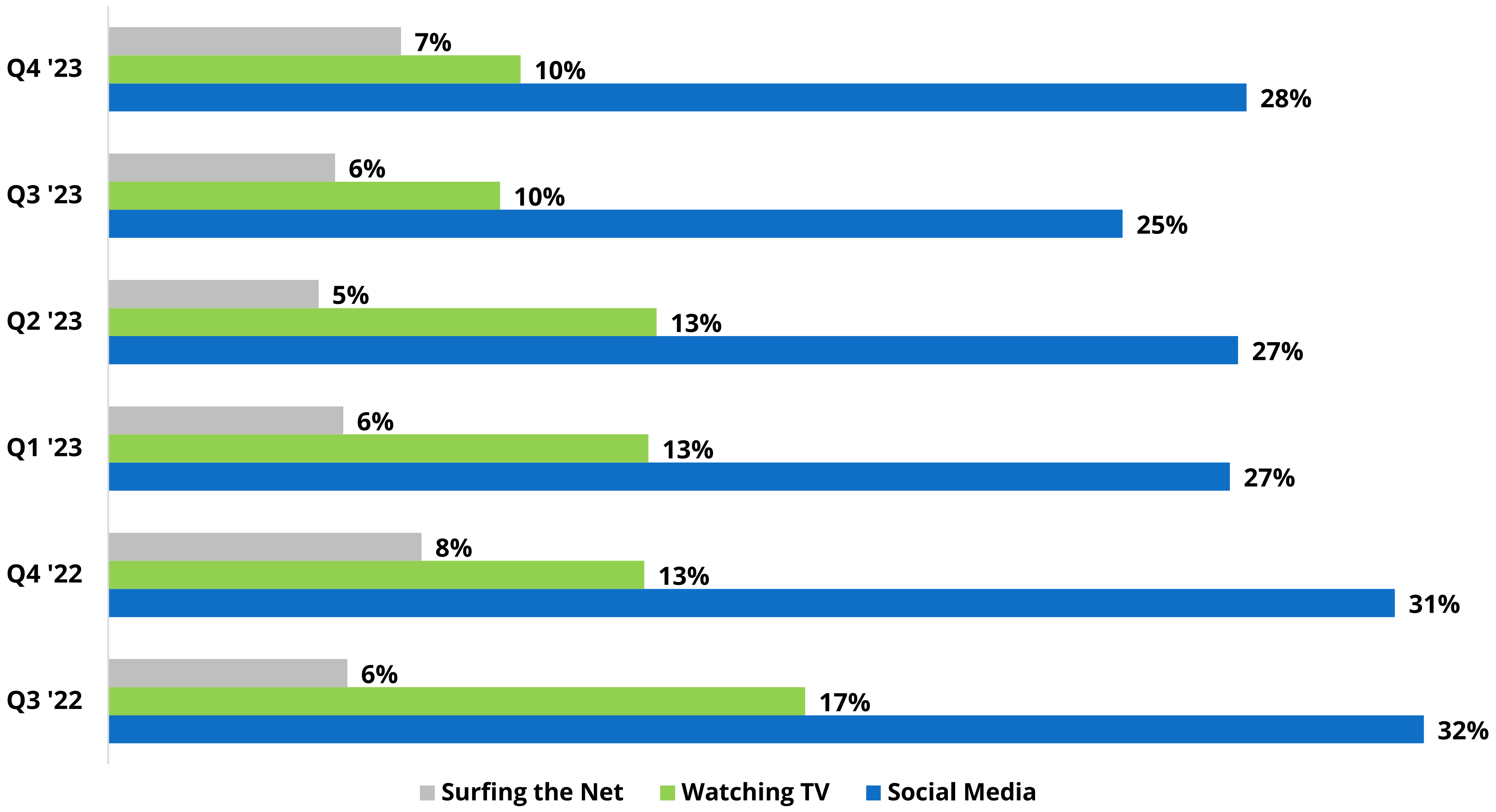
Jan ‘23- Dec ‘23 Pop 15+: 43 592 223

MULTIPLATFORM BEHAVIOUR: % POP QoQ

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



Jan 21 –Dec'21 Pop 15+: 43 099 774

Jan '22- Dec '22 Pop 15+: 43 592 223

Jan '23- Dec '23 Pop 15+: 43 592 223

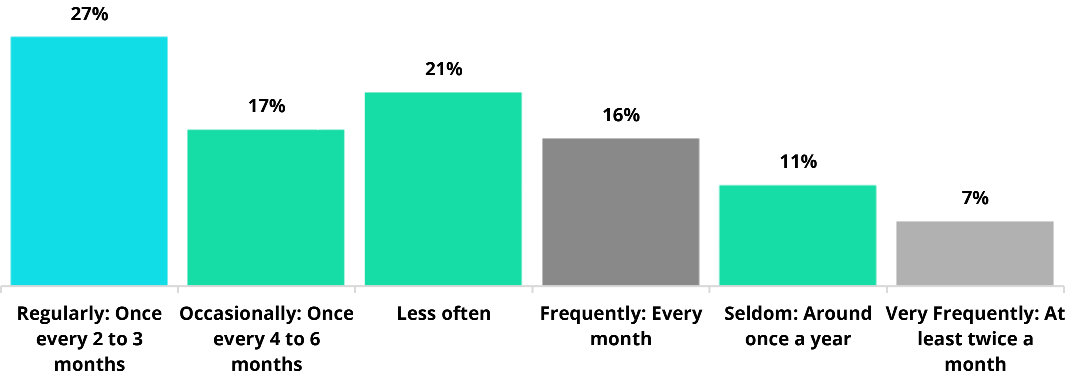
CINEMA LANDSCAPE

619K people regularly go to the **Cinema** once every 2 to 3 months.

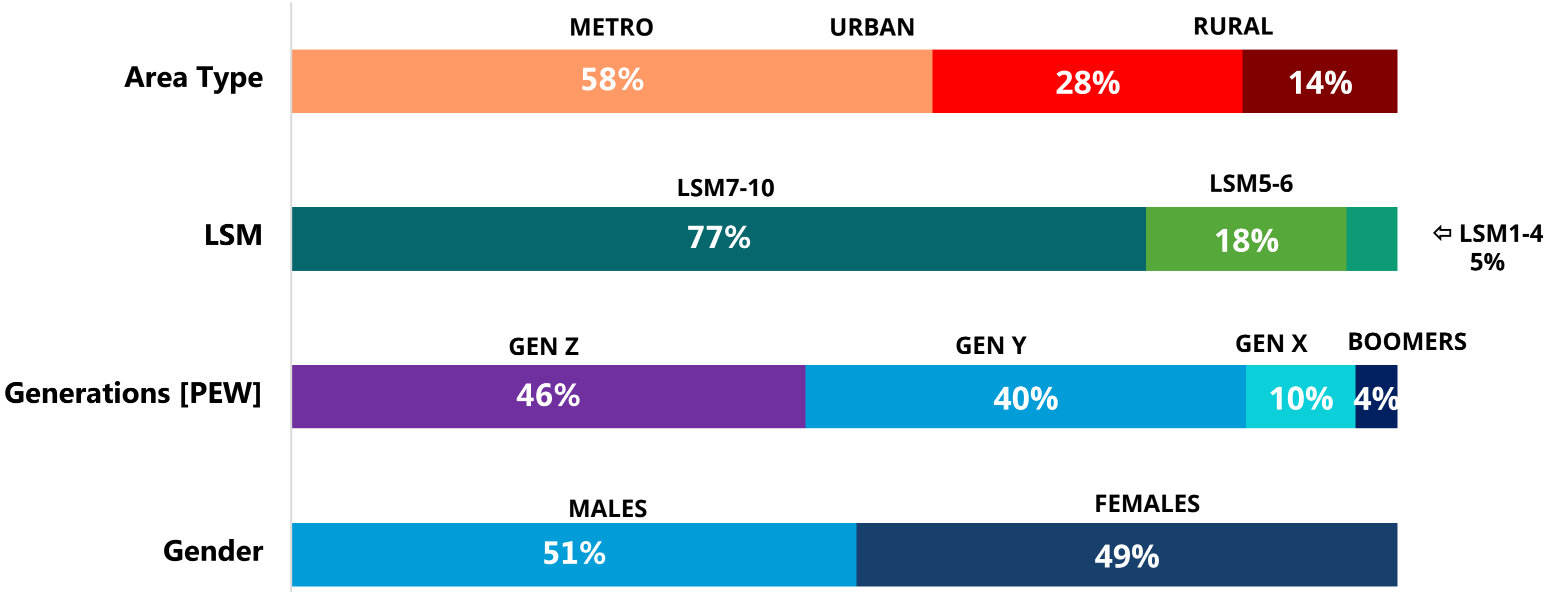
TOP 4 Cinema Chains Visited

- STERKINEKOR ENTERTAINMENT: **1.0M** Visited most often
- NuMetro: **818K** Visited most often
- movies@: **207K** Visited most often
- CINECENTRE: **90K** Visited most often

R433,69 average cinema outing cost.



Cinema (P4W) Penetration 2%



Cinema Penetration - Percentages displayed on the graph at the top are based on the total population. The demographic profile results are based on N = 1 017 571*

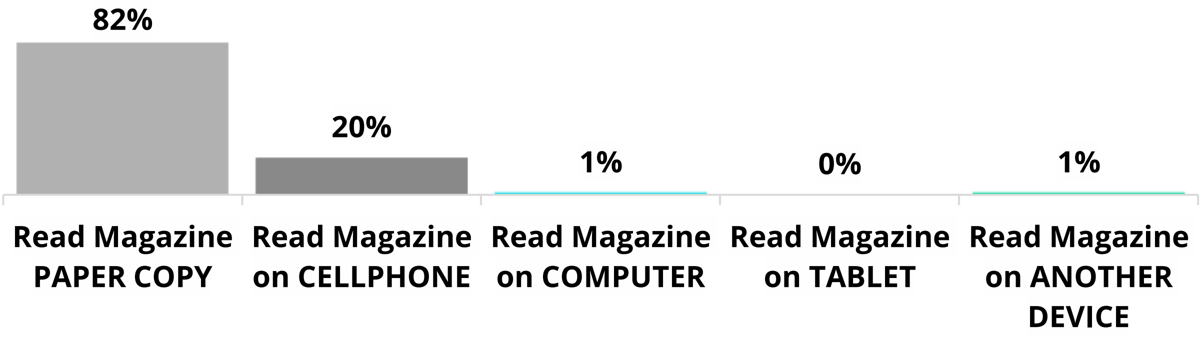
N= 1 017 571

MAGAZINE LANDSCAPE (P3M)

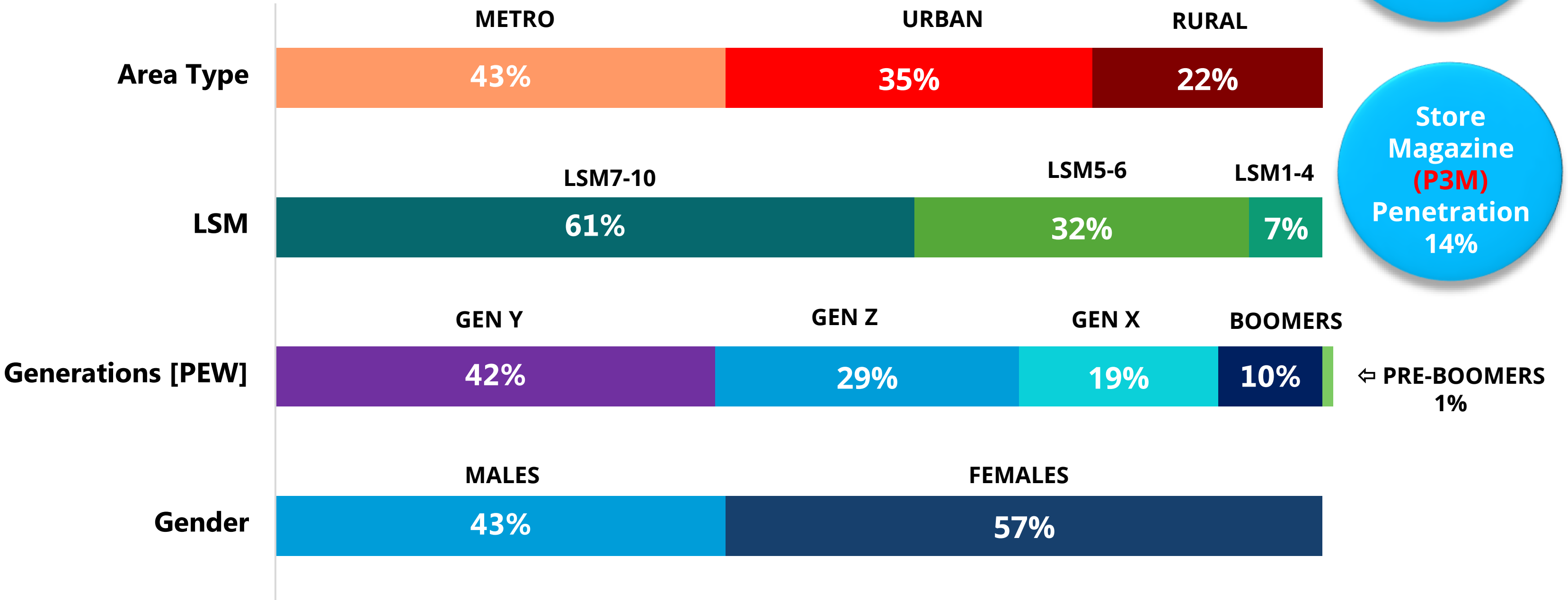
5.1M people **read** magazines in the past 3 months.

Top 4 Magazines

DRUM	1.3M Read P3M
HUIS genoot	648K Read P3M
YOU	555K Read P3M
Kuier	264K Read P3M



Magazine (P3M) Penetration 12%



Store Magazine (P3M) Penetration 14%

N = 5 130 810

Magazine Penetration - Percentages displayed on the graph at the top are based on the total population. The demographic profile results are based on N = 5 130 810.*

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NEWSPAPER LANDSCAPE (P3M)

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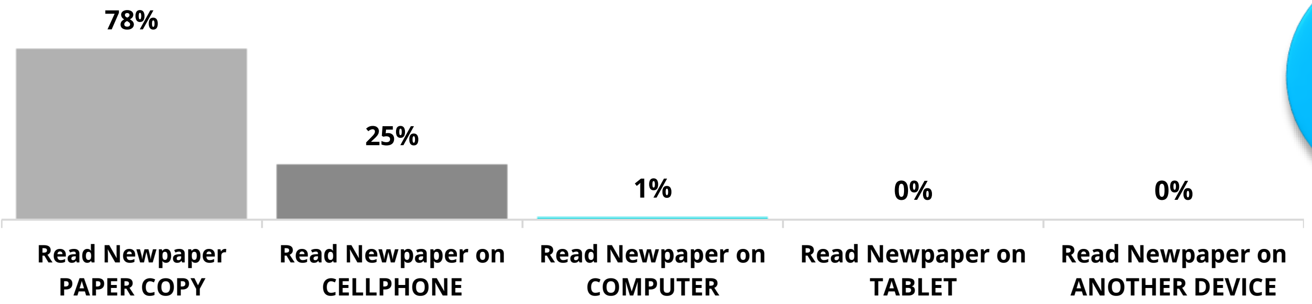
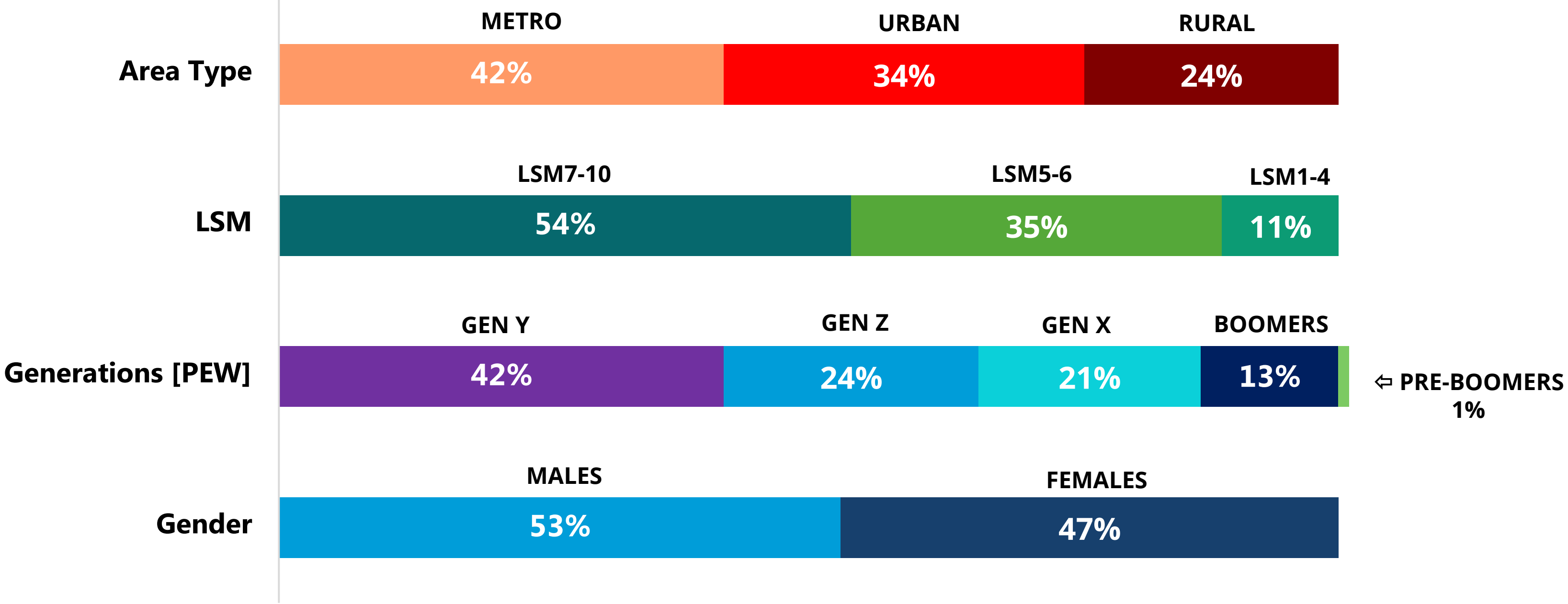
13M people read Newspapers in the past 3 months.

Top 4 Daily Newspapers

Daily Sun	3.2M Read P3M
Isolezwe	2.1M Read P3M
Sowetan	868K Read P3M
Daily News	698K Read P3M

Newspaper (P3M) Penetration 31%





Newspaper Penetration - Percentages displayed on the graph at the top are based on the total population. The demographic profile results are based on N = 13 377 028.*

N = 13 377 028

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OUT OF HOME P4W SHIFTS: % POP YOY

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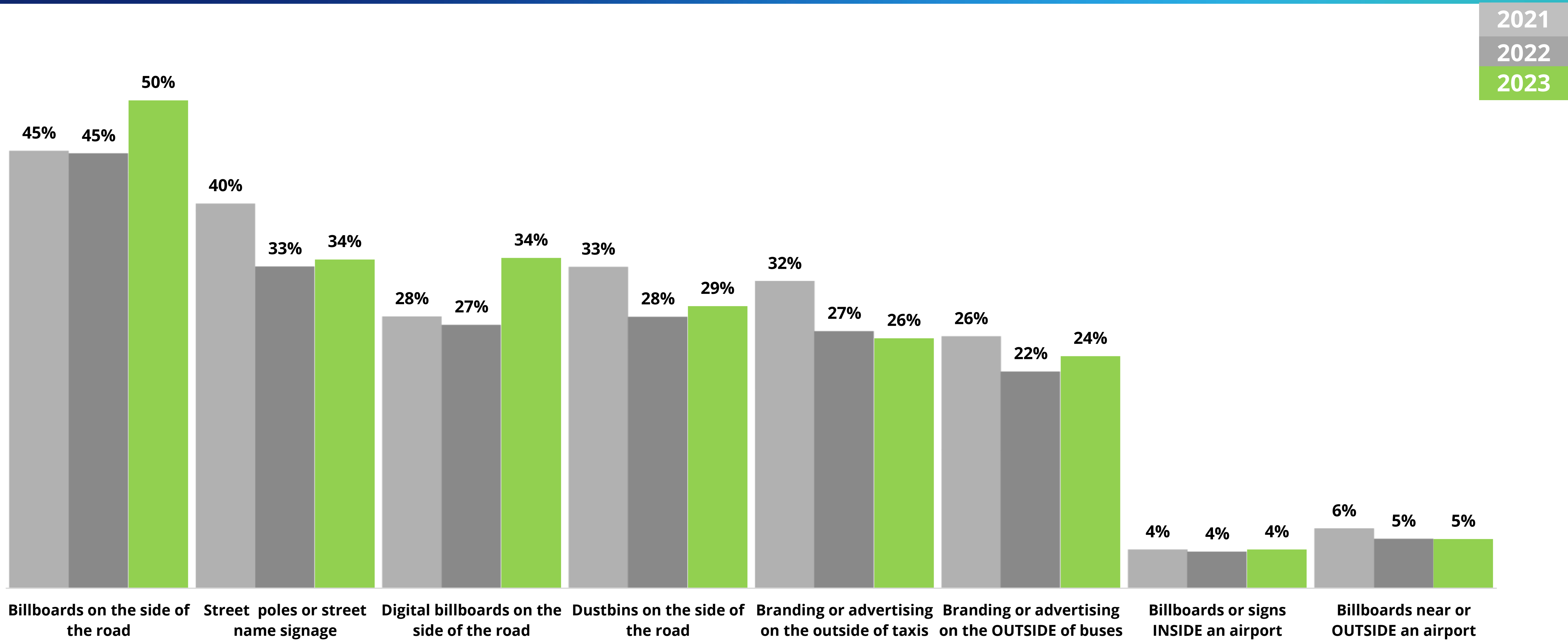

Jan ‘21 –Dec’21 Pop 15+: 43 099 774

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Jan ‘23- Dec ‘23 Pop 15+: 43 592 223

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Financial Services

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FINANCIAL SERVICES AND INSURANCE COVER

70% have a bank account excluding the SASSA accounts

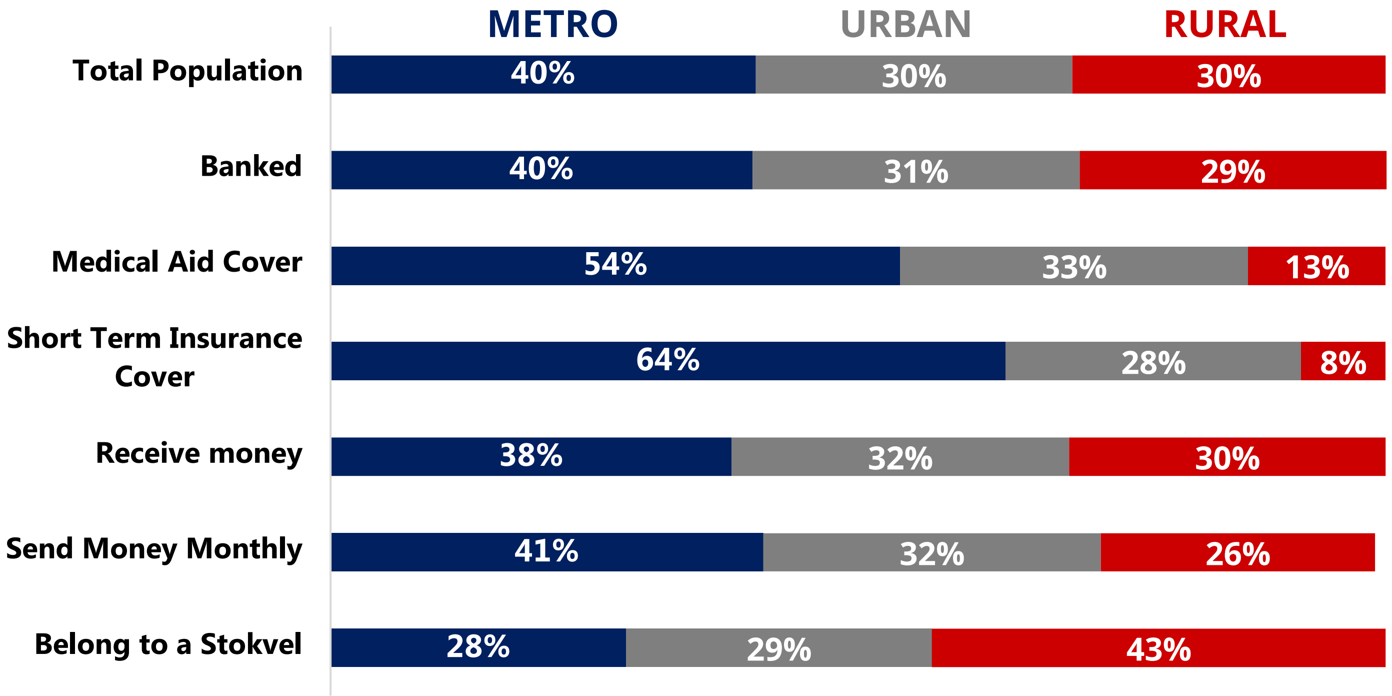
10% have medical aid cover

32% are insured

32% have funeral insurance or policy

3% have short term insurance.

Distribution by Area

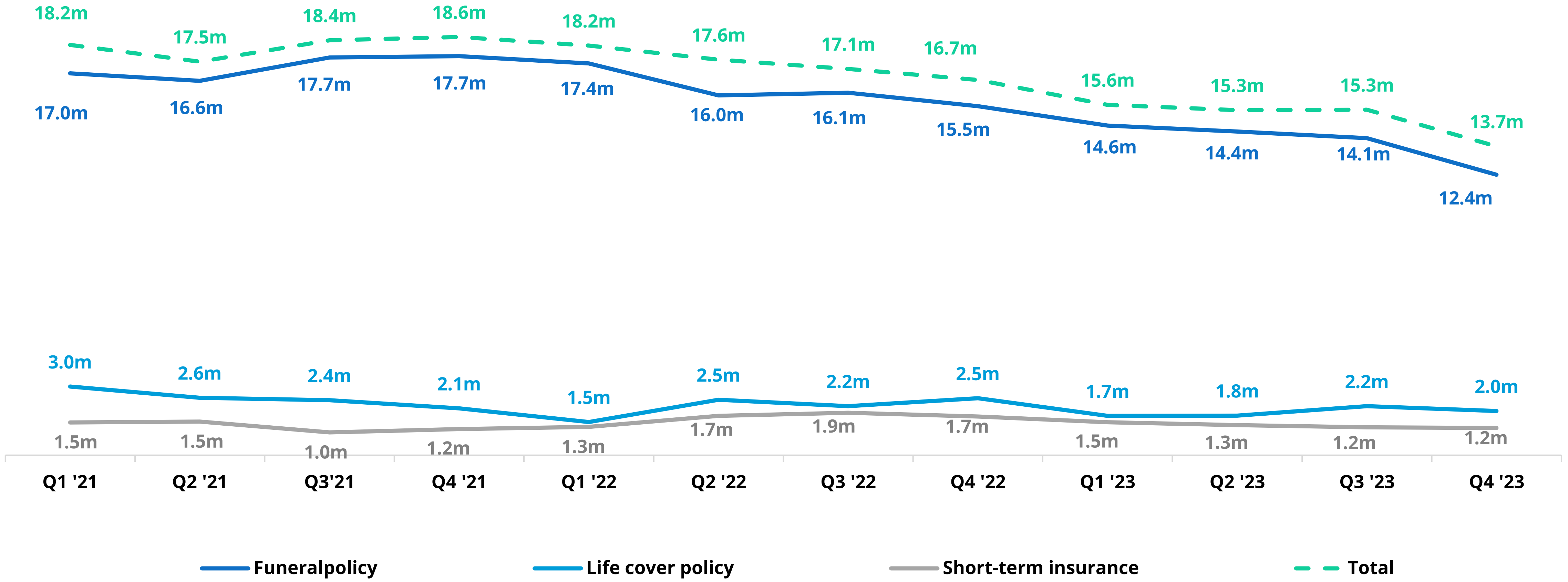


23% transfer or send money to family or friends monthly. On average **R1166** is sent.

8.5% belong to a stokvel.

Jan’23- Dec’23 Pop 15+: 43 592 223

INSURANCE PENETRATION TREND LINE: QOQ



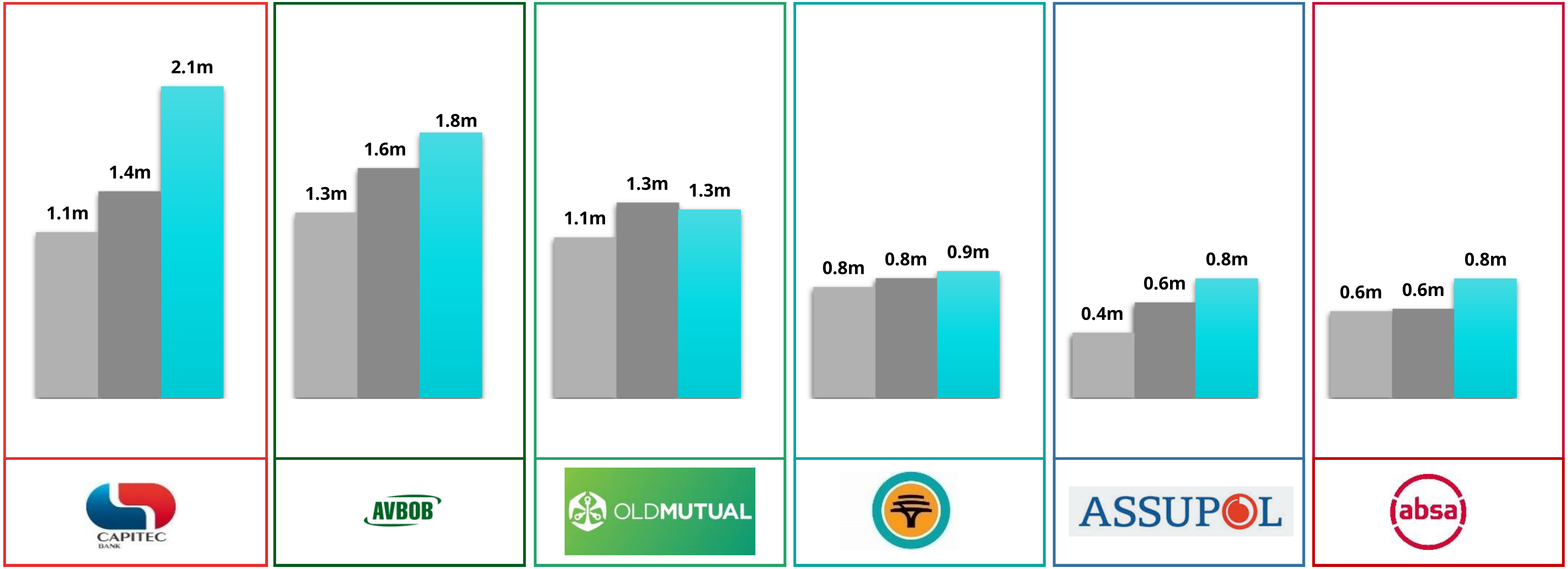
Jan ‘21 –Dec’21 Pop 15+: 43 099 774

Jan ‘22- Dec ‘22 Pop 15+: 43 592 223

Jan ‘23- Dec ‘23 Pop 15+: 43 592 223

TOP INSURANCE COMPANIES USED: YOY

2021
2022
2023



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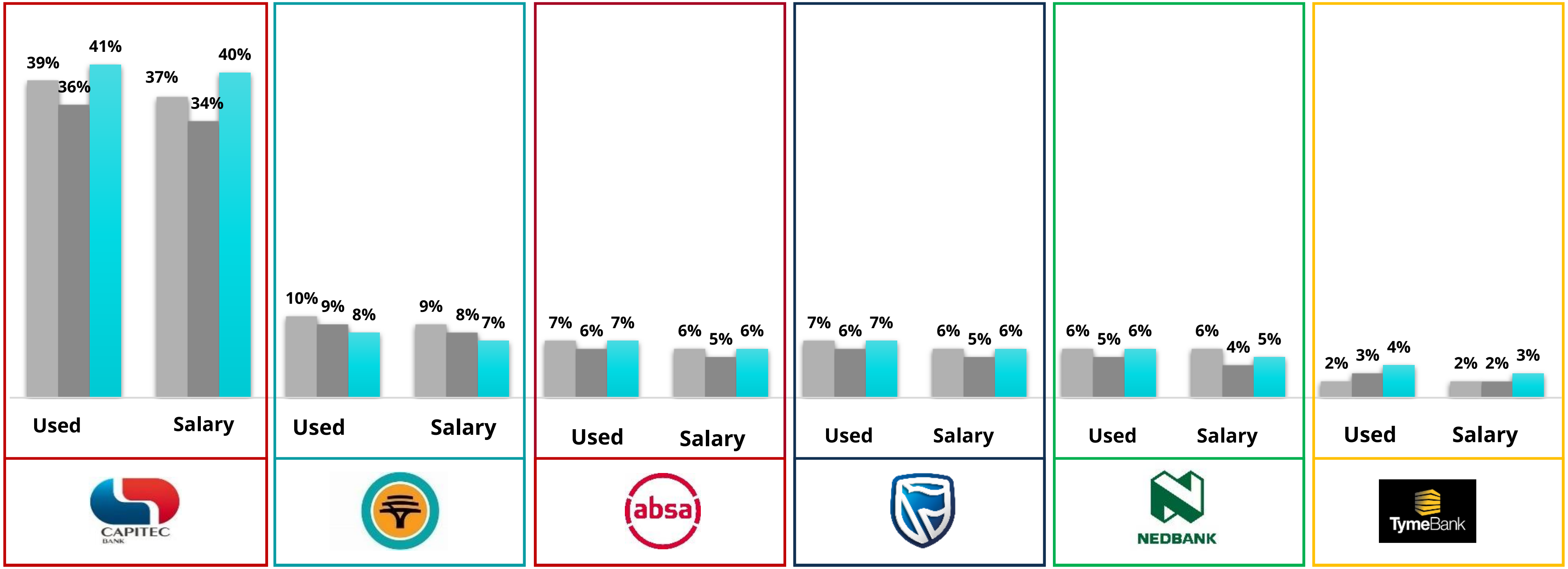
Jan '23- Dec '23 Pop 15+: 43 592 223

2021
2022
2023

Bank Usage and Salary Deposit Accounts



Retail

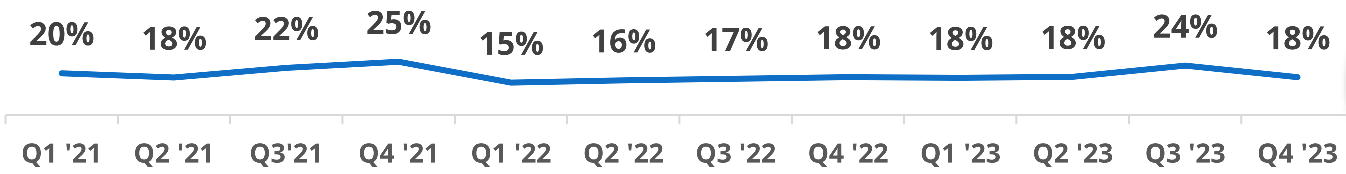
E-COMMERCE

Top 3 online shopping categories [P4W]

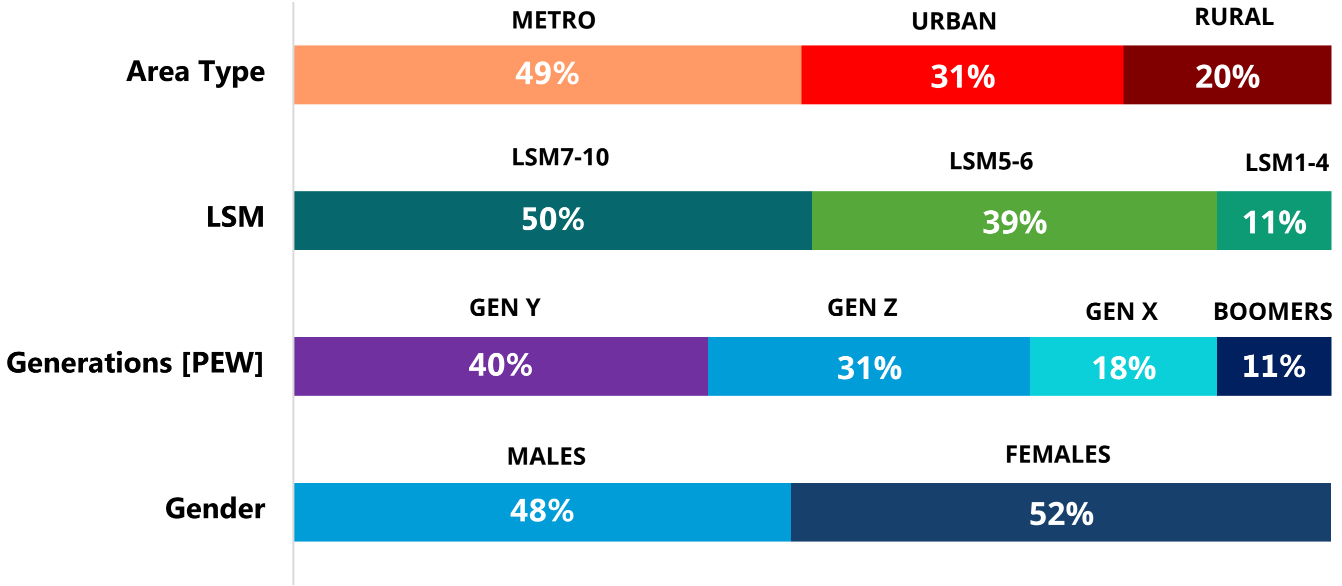
1. Communications/cellphones/ prepaid (minutes/data/SMS)
   5.4 million
2. Clothing
   1.4 million
3. Food/drink
   1.3 million

708K most often use food delivery service when purchasing take-aways.

Online Shopping* P4W



e-Commerce (P4W) Penetration 19%



MR D — **P4W 317K**

Uber Eats — **P4W 175K**

CLOTHING PURCHASE ONLY*

SHEIN — **P3M 409K***

SUPERBALIST.COM — **P3M 75K***

Online shopping - Percentages displayed on the graph at the top are based on the total population. The demographic profile results are based on N = 8 412 740*

N=8 412 740

FOOD LANDSCAPE

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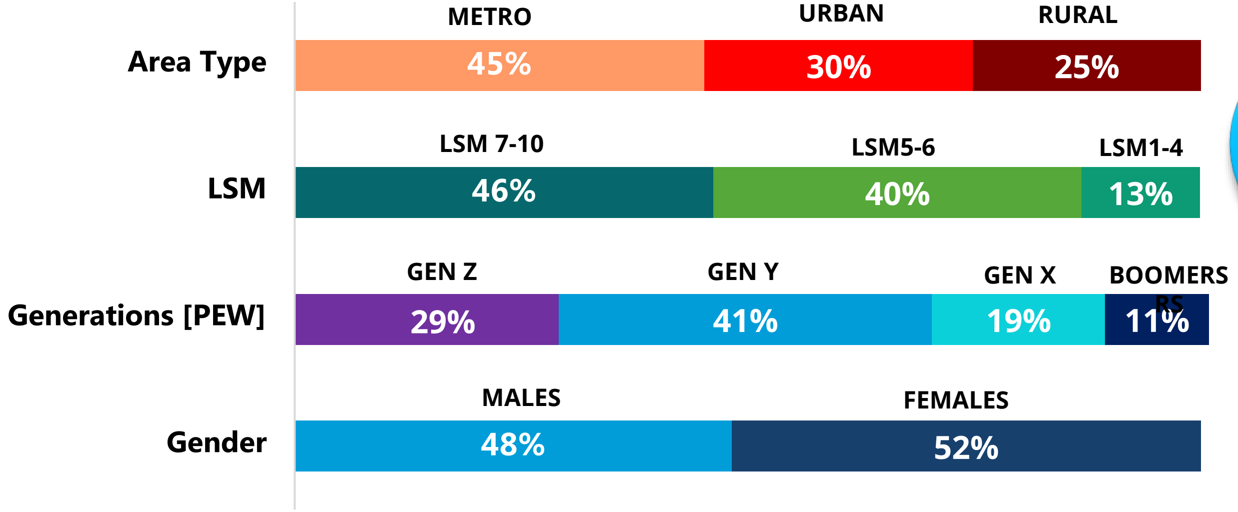
45.4% bought fast food P4W

R180 average spend on fast food on last restaurant visit.

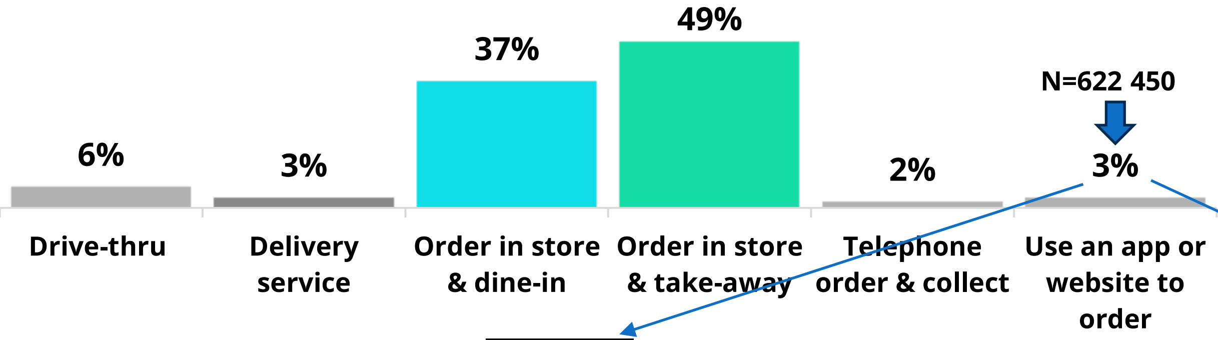
708K use Fast Food delivery Service

Fast Food Purchases N=19 772 955



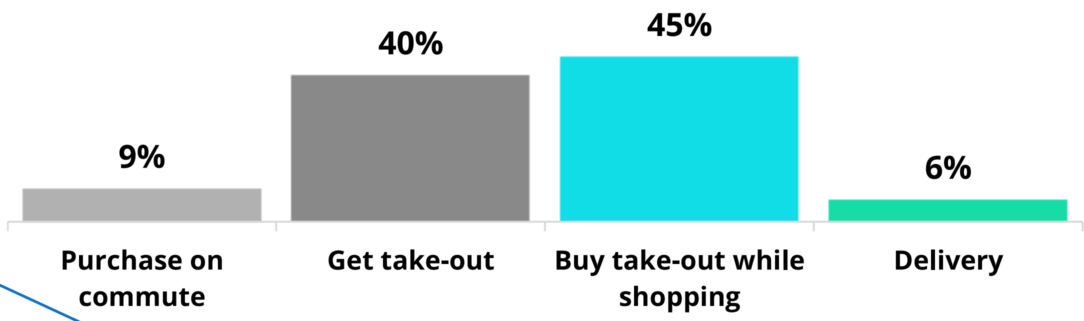
Average party size on last restaurant outing: 3

Most often used method to order food N=23 373 464



28% (P4W) order from Uber Eats

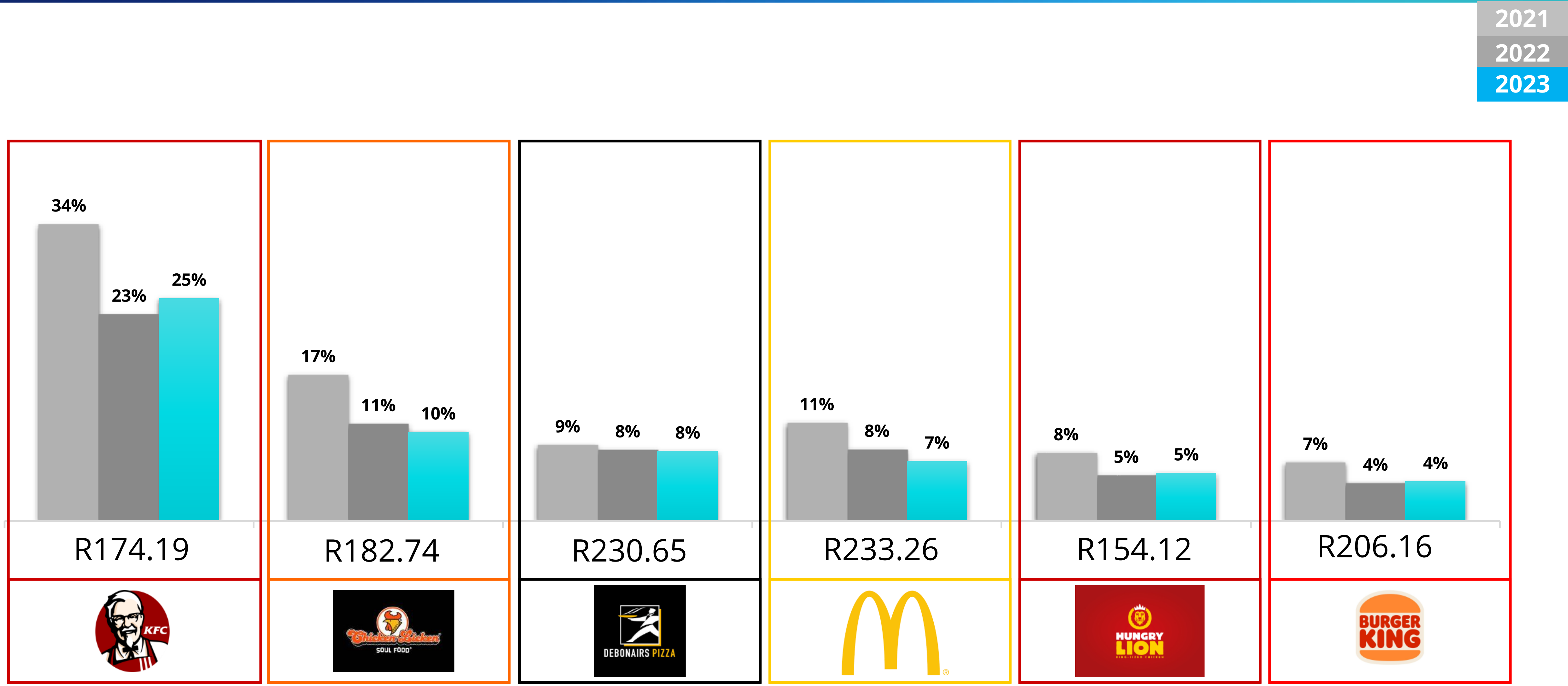
Buying behaviour N=21 056 129



51% (P4W) order from Mr. D

Jan'23- Dec'23 Pop 15+: 43 592 223

TOP 6 FAST FOOD BRANDS AND AVERAGE SPEND: YOY



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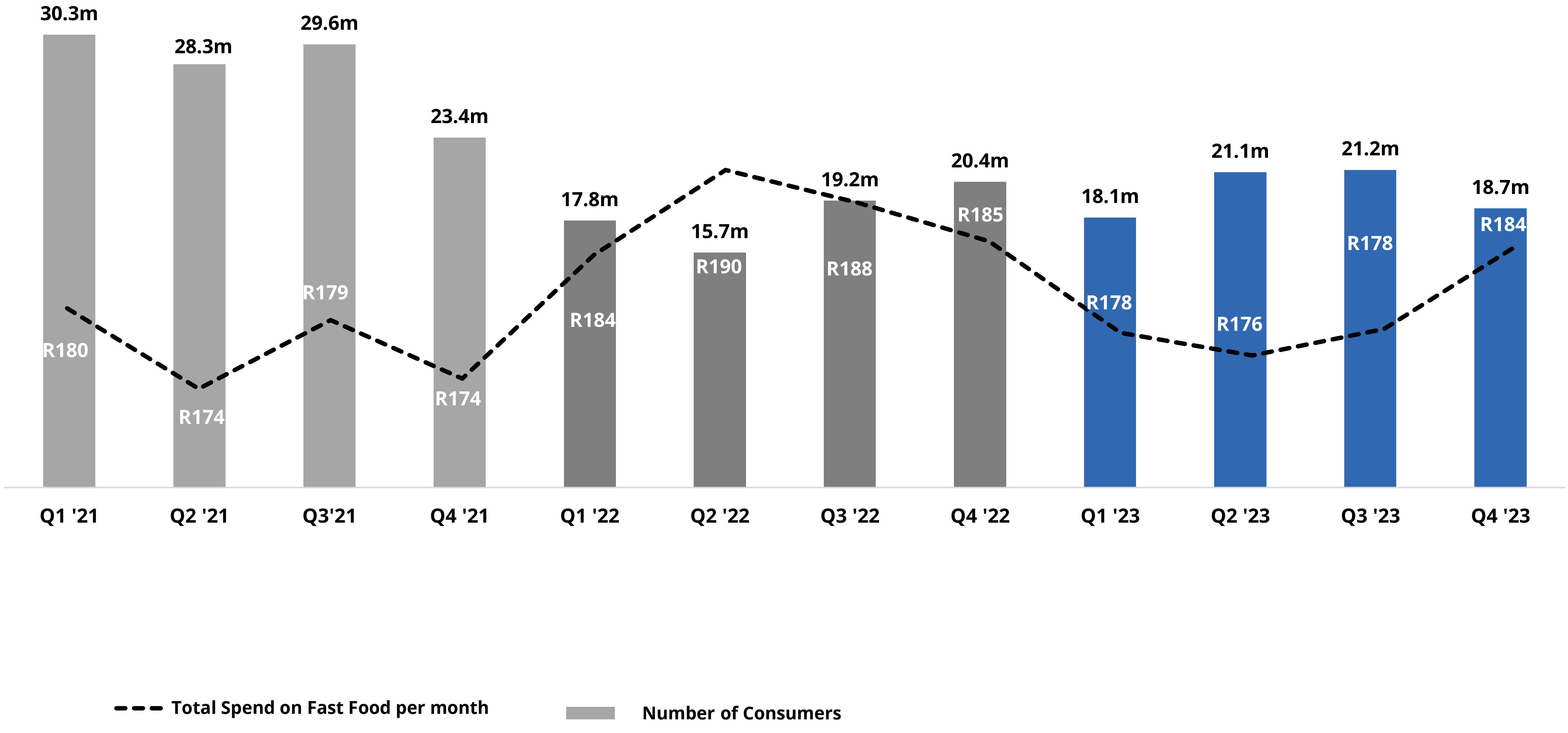
Fast Food Consumption and Expenditure (Last Visit): QoQ



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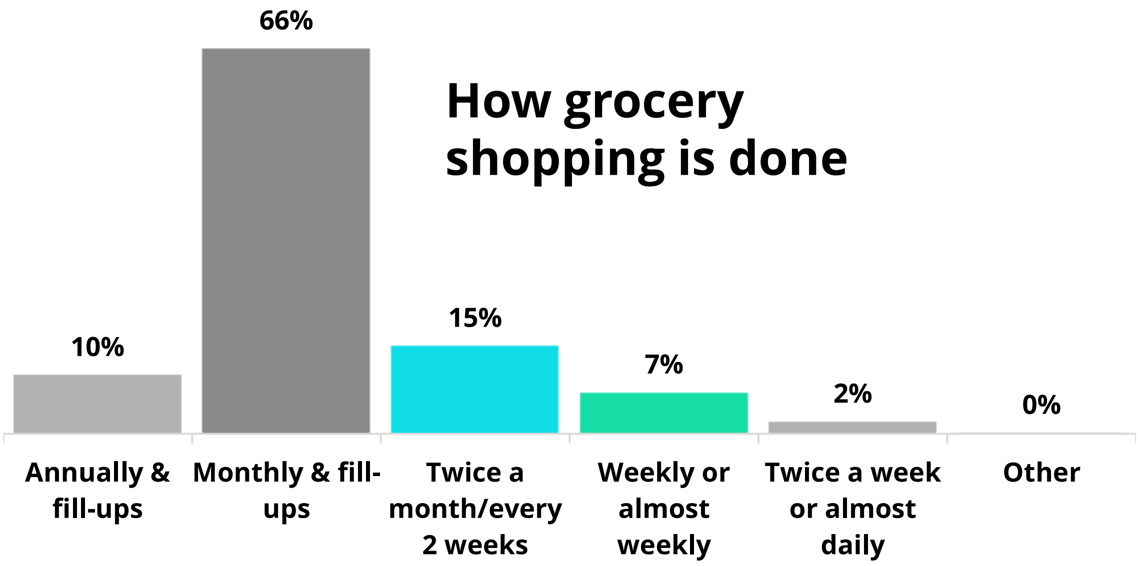
Jan '23- Dec '23 Pop 15+: 43 592 223

GROCERIES

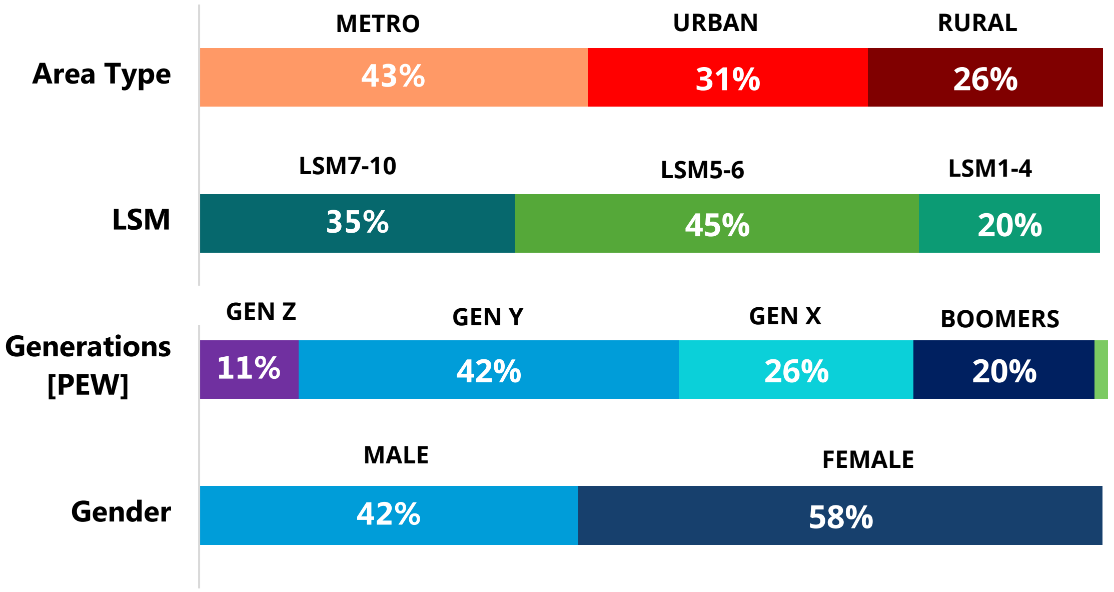
R2 050,25 average monthly spend on groceries.

56% of the respondents usually do the grocery shopping themselves in their household.

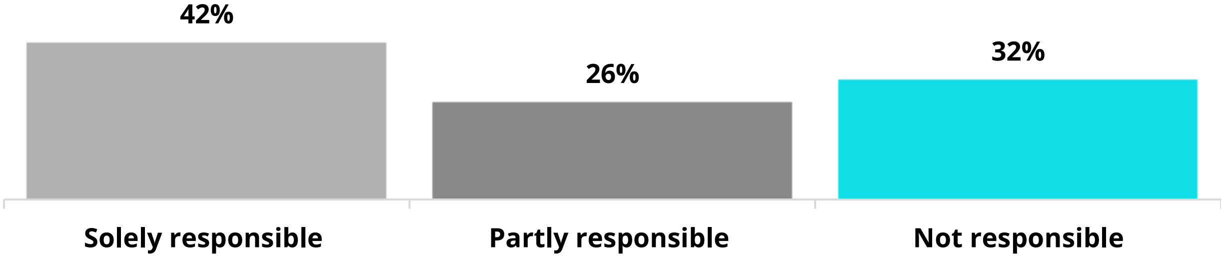
How grocery shopping is done



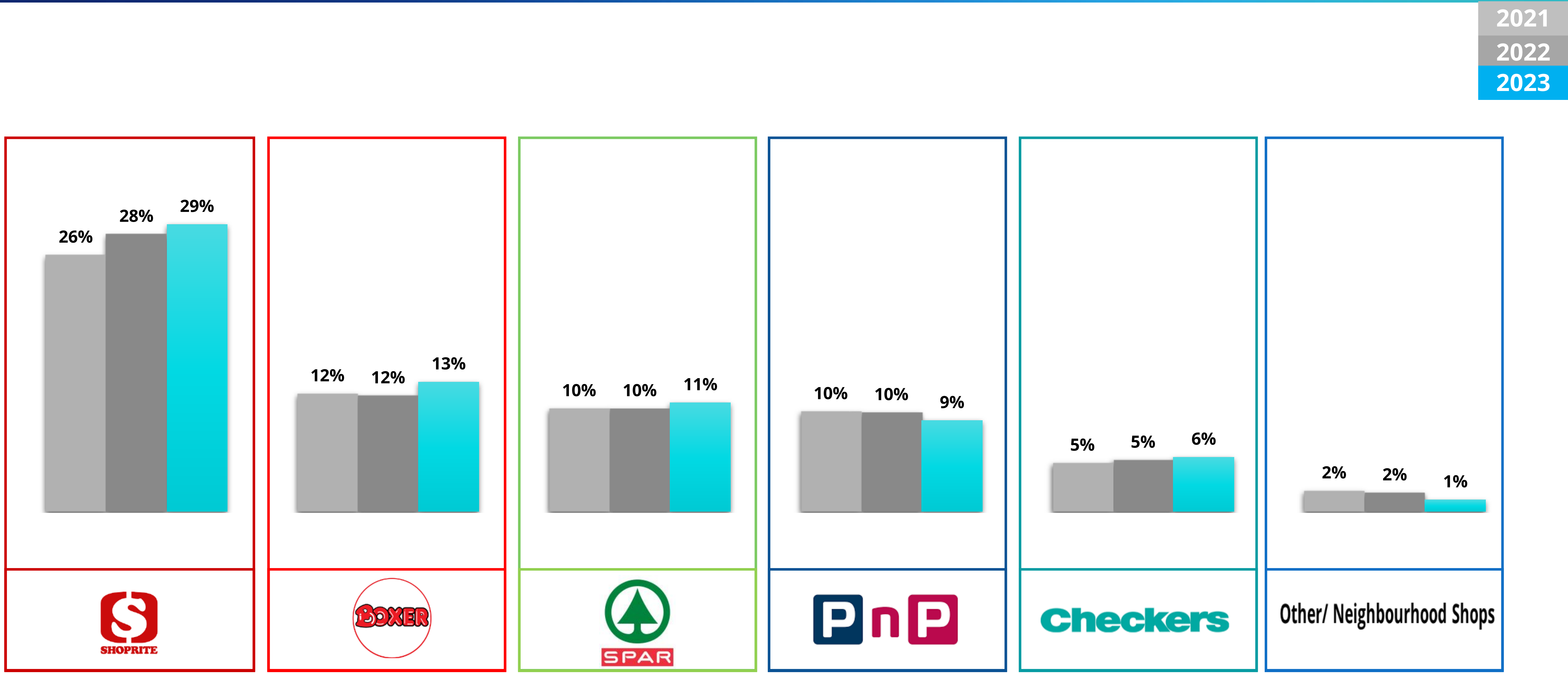
Shopping Responsibility



Household purchases responsibilities



TOP RETAILERS: BULK SHOPPING YOY



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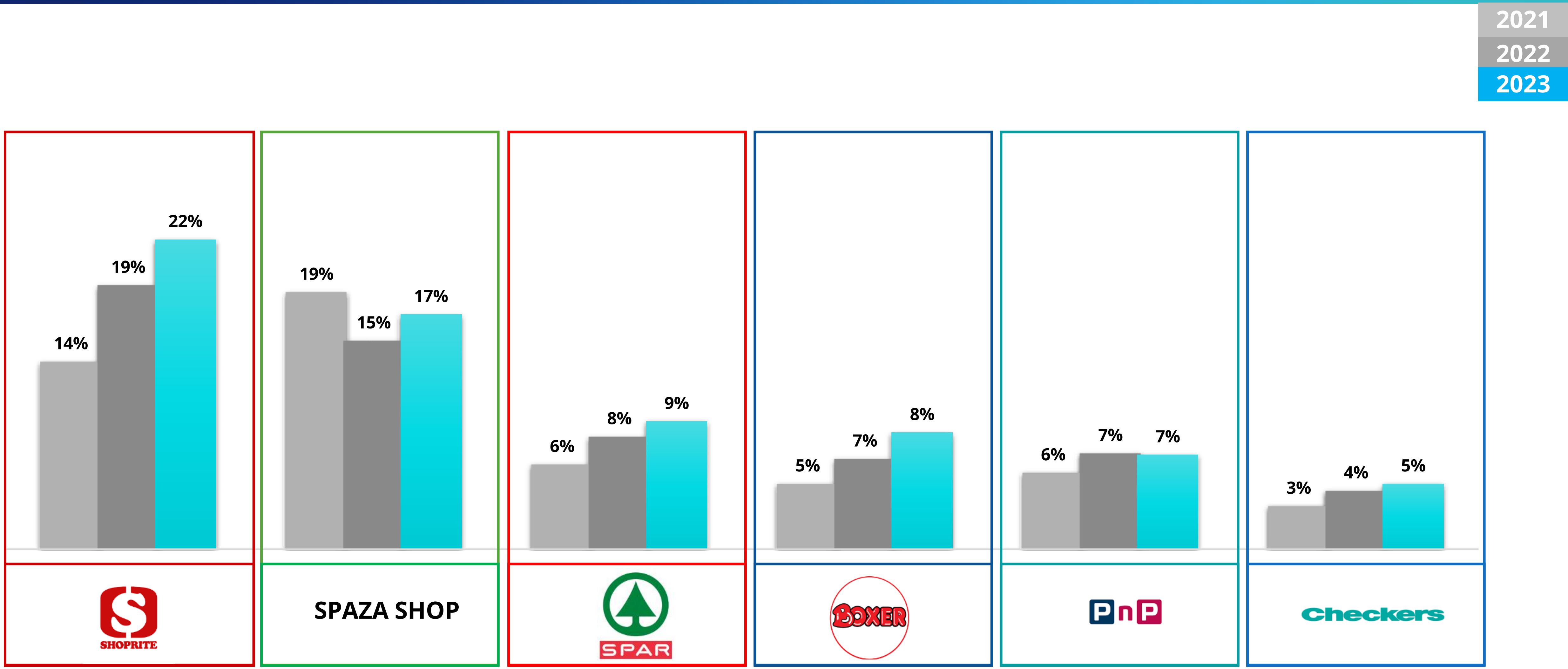
TOP RETAILERS: DAY TO DAY GROCERIES YOY



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Jan '22- Dec '22 Pop 15+: 43 592 223

Jan '23- Dec '23 Pop 15+: 43 592 223

TOP RETAILERS: TOILETRIES YOY

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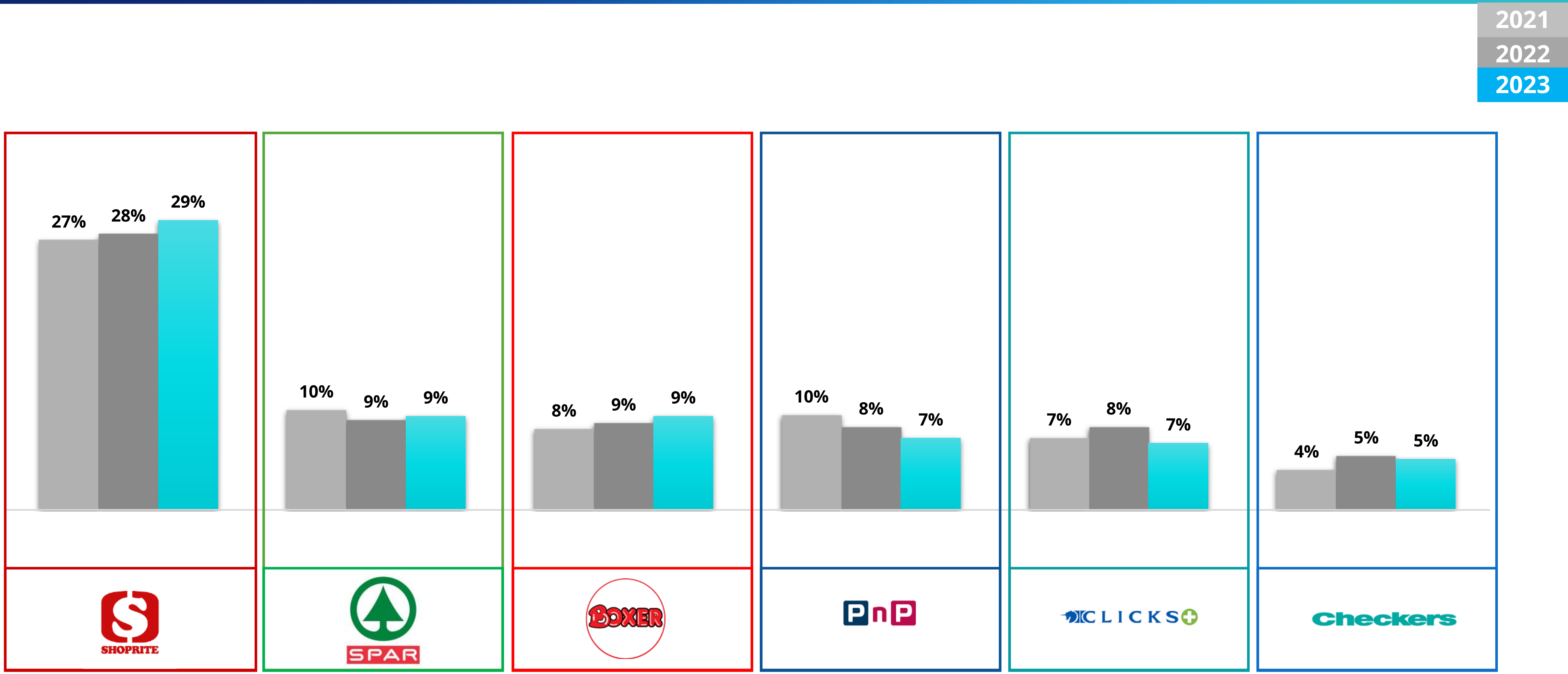


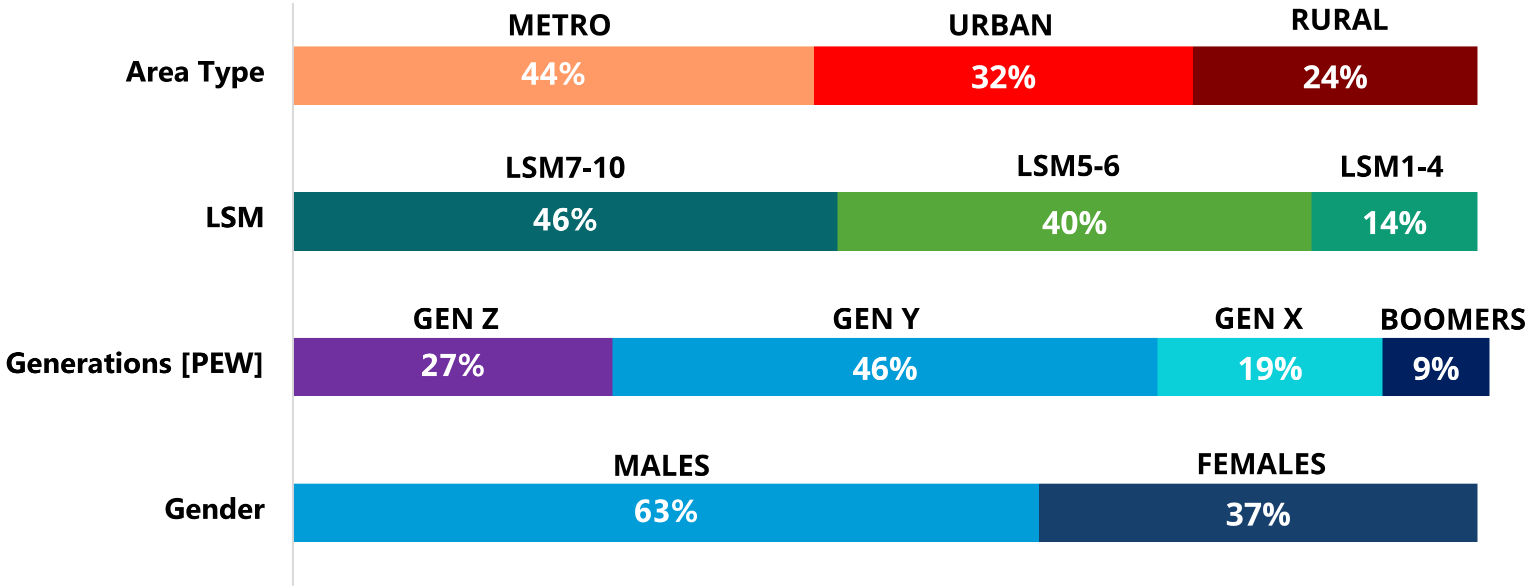
Liquor Consumption

R648 average monthly spend on alcoholic beverages

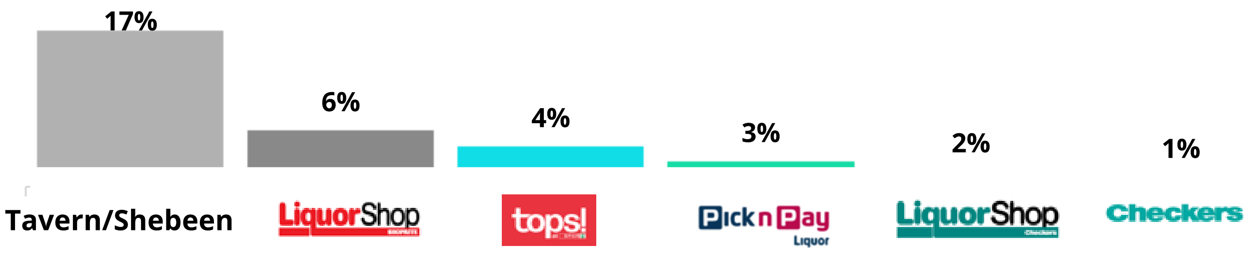
33% bought liquor in P4W

17% bought liquor in P4W from a tavern/shebeen

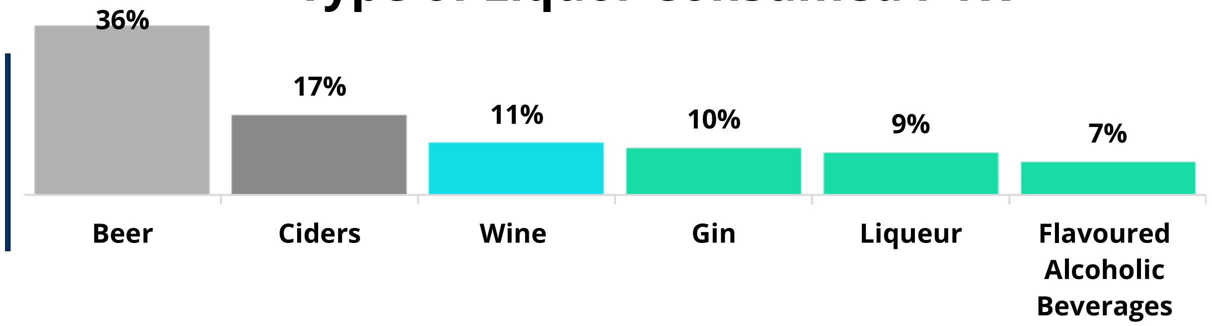
Bought Alcohol P4W Population Distribution



Top Liquor Outlets P4W



Type of Liquor Consumed P4W



Jan'23- Dec'23 Pop 15+: 43 592 223

FURTHER INFORMATION

For further information regarding subscribing to MAPS, please mail us at

mrf@mrfsa.co.za

Marketing Research Foundation (mrfsa.org.za)

nubiz@plus94.co.za

Plus94 Research

https://www.plus94.co.za/

Glossary

Rands: A coin and monetary unit of the Republic of South Africa, equal to 100 cents

LSM: Living Standards Measure (LSM) marketing tool used in South Africa. It is a means of segmenting the South African market that cuts across race, gender, age, or any other variable used to categorise people. Instead, it groups people according to their living standards.

Shebeens: Informal alcohol outlets commonly known as shebeens operate in South Africa's townships. The first shebeens in South Africa were local bars and taverns where mostly working-class urban males could unwind, socialise, and escape the oppression of life during the apartheid era. The shebeens were also illegal. Today, they form a vibrant part of the community, and continue to define the social life of many South Africans.

Taverns: A place of business where alcoholic beverages are sold to be consumed on the premises. Like a pub or bar.

Stokvel: The term stokvel is unique to the South African context. Stokvels are essentially voluntary associations in which members make regular contributions to a pool of funds, to be used as capital for investments, collective activities like parties, and even emergency instances where unexpected costs arise. This could be on a weekly, fortnightly, or monthly basis.

Loadshedding: A controlled process that responds to unplanned events in order to protect the electricity power system from a total blackout. While Eskom generally use the word blackout loosely to mean “no lights” in our local area, a country-wide blackout has much more serious consequences. Blackouts occur when there is too much electricity demand and too little supply, bringing the power system into an imbalance and consequently tripping the power system in its entirety.

Provinces: South Africa has nine provinces, which vary considerably in size. The smallest is tiny and crowded Gauteng, a highly urbanised region, and the largest the vast, arid, and empty Northern Cape, which takes up almost a third of South Africa’s total land area. Each province has its own Legislature, Premier and Executive Council. The country has common boundaries with Namibia, Botswana and Zimbabwe, while Mozambique and Eswatini lie to the north-east.

EA: The country has been divided into areas called enumeration areas (EA). It is important to know and identify the boundaries of these areas as well as the number of dwellings per enumeration area before the enumerators are sent to the area.

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Thank you.

PLUS 94 RESEARCH