

# THE ESTABLISHMENT SURVEY

## TECHNICAL REPORT

Prepared by Kantar TNS

March 2018



## 1. Introduction

The collection of data for the Establishment Survey (ES) commenced on 1 July 2016. The aim is for media owners, marketers, and advertisers to use the survey as a strategic inter-media planning tool, as the ES surveys media usage across all media types by all major demographics.

It provides a demographic, geographic, lifestyle, product and multi-media landscape of South Africa. In addition, ES allows for cross-platform and cross-device media consumption analysis.

The survey consists of a face-to-face interview designed to collect information about households and individuals aged 15 years and older, representative of the adult South African population.

ES data will be released bi-annually, in March and September of each year.

## 2. Definition of terms

### Area classification

Areas are classified into one of three area types based on a fixed set of criteria and using the municipal code and geography type as per Stats SA Census 2011, namely:

**Metro:** Small Areas (SAs) falling within the boundaries of the eight 'Metropolitan Municipalities' as defined by the National Demarcation Board (that being Ekurhuleni, City of Johannesburg, City of Tshwane, Mangaung, Buffalo City, Nelson Mandela Bay, eThekweni and City of Cape Town) AND classified as 'Urban' according to the geo type variable in the Census 2011 data.

**Urban:** Small Areas that are within the borders of an 'Other Municipality' (municipal code) and defined as 'Urban' (geography type); or within the borders of one of the 'Metropolitan Municipalities' (municipal code) and defined as 'Farm' or 'Traditional' (geography type).

**Rural:** Small Areas that are classified as 'Traditional' or 'Farm' in the Census 2011 data (based on the geo type variable) and are located within 'Other Municipality'.

A more detailed breakdown of area types is available in the appendix of this document.

### 8 Metropolitan Municipalities

These are defined by the Municipal Demarcation Board and include the municipalities of Ekurhuleni, City of Johannesburg, City of Tshwane, Mangaung (Bloemfontein), Buffalo City (East London), Nelson Mandela Bay (Port Elizabeth), eThekweni (Durban), and City of Cape Town.

## **Geography Types (Geo-types)**

Based on Stats SA classifications using input from the Surveyor General. These include three classifications i.e. i. Urban, ii. Farm and iii. Traditional.

## **CAPI**

CAPI (Computer Assisted Personal Interview) interviewing is conducted face-to-face using a questionnaire deployed on a tablet. An interviewer conducts the interview as per the CAPI script, and captures the answers on the tablet. Data is uploaded to a central database once the interview is complete.

## **Geography type**

The geography type is based on the official Statistics South Africa classification which uses input from the Surveyor General. The three geography types are Urban, Farm and Traditional.

## **Household**

A group of people who eat and sleep in the house at least 4 days out of a week. If a house has a backroom, granny flat, cottage, shack or other separate dwelling, the first step is to determine if the person (or persons) living in that dwelling forms (or form) a separate household, or if they are part of the household living in the main dwelling according to the following:

If a person sleeps in a separate dwelling on the same property, but shares meals with the household in the main dwelling at least 4 days out of a week, they form part of the same household.

However, if the person (or persons) in the backyard dwelling eats (or eat) separately, they form a household on their own and must be counted as such. If there is more than one household on a stand then the Kish grid will be used to determine which household is to be interviewed.

## **Household income**

The total claimed income of all members in the household before tax or any other deductions.

## **Household register**

Upon recruiting the household, the interviewer lists all the household members, from oldest to youngest, in the household register. Those who are away during the interviewing period, are listed separately as non-qualifying members.

## **IHS**

IHS are expert demographers, providing comprehensive global market, industry and technical expertise. For the Establishment Survey, IHS provides up-to-date population estimates.

**Kish grid**

A method developed by statistician Leslie Kish in 1949, used to randomly select the member of a household to be interviewed by way of a pre-assigned table of random numbers.

**Language*****Language spoken most often***

Language spoken most often by the interviewed respondent

***Language spoken most often in home***

Language spoken most often in the respondent's home

***Total languages spoken in home***

Combination of most often household language and other languages spoken in home

***Languages read and understand***

All languages read and understood by the interviewed respondent

**Municipal code**

Identifies the official municipality of the Small Area. Municipalities and their boundaries are officially recognised areas as defined by the Municipal Demarcation Board. Eight municipalities have been classified as 'Metropolitan Municipalities', namely Ekurhuleni, City of Johannesburg, City of Tshwane, Mangaung, Buffalo City, Nelson Mandela Bay, eThekweni and City of Cape Town.

**Personal income**

The claimed personal income before tax or any other deductions.

**PPS sampling**

Probability Proportionate to Size (PPS) sampling is an approach in which the selection probability for each element is set to be proportional to its size. For ES, SAs are listed along with their associated populations (age 15+). These numbers are cumulated – effectively numbering the population. Random numbers are used to select these notionally numbered people. This results in a list of SAs in which these people live, the probability of a SA being selected then being proportional to its population size.

**Proportionate sampling**

The ES sample is drawn in direct proportions to the South African population in terms of province and area type, in order to preserve the purity and stability of the population data. No disproportionate sampling will be implemented, to ensure that the sample in every six-month data period is proportionate to major conurbations, as well as province.

**Province**

The nine provincial boundaries in the ES sample align with those of Statistics South Africa.

**Respondent**

The person in the household (aged 15 years or older) randomly selected using the household roster and Kish grid. The respondent completes the interview.

**Sampling frame**

The Kantar TNS master sampling frame lists all Small Areas (SAs) together with a number of variables at SA level, such as population size (used for SA selection based on PPS sampling), province, main place name and code, sub-place name and code, dominant race group and Kantar TNS Field Manager allocation.

**Sampling Interval**

The sampling interval is the number of houses to be counted between each visiting point. The interval is calculated within each SA, using the number of households per SA as a crude measure of size.

**Small Areas (SA)**

The Small Area (SA) code is based on the 2011 Census. The SAs are a very low level geographical classification of areas and in 90% of cases, the SA is the same as the Enumeration Area (EA), while the balance of SAs are made up of two or more EAs.

**Starting point**

The starting point is a random point, marked as an 'X' on the map supplied to the interviewer. The random starting point is generated through Geographic Information System (GIS) technology, using a random number generator to allocate a random value for the x- and y- coordinates (longitude & latitude) for a point located in the Small Area map.

**Substitution**

Substitution means the purposeful replacement of an originally selected household, in accordance with agreed rules.

**Total population**

Total population refers to the total number of people living in the Small Area.

Total population  $\geq$  15 years of age refers to the total number of people aged 15 years or older living in the Small Area. In other words, this is the total number of people who could be interviewed.

Total population  $<$  15 years of age refers to the total number of people below the age of 15 years living in the Small Area. In other words, this is the total number of people who are not eligible for interviewing but who still reside in the Small Area.

### **3. The ES sample**

The annual sample size is 25,000 interviews.

Interviewing is spread proportionately across the country over 49 weeks of the year. This ensures that all periods, area types and provinces are consistently covered, resulting in stable data.

Four (4) household interviews are completed per Small Area; therefore, 6,250 Small Areas per annum are drawn in order to achieve the annual sample of 25,000 households.

#### **The sampling approach**

The sample is drawn through strata created using province and area type as explicit variables.

The dataset used to develop the ES master sampling frame is delivered by IHS on an annual basis.

Kantar TNS conducts quality assurance checks on the IHS dataset. Checks are done on the IHS dataset focusing on:

- Google Earth enabled verification of low population SAs

- Duplicates

- Range of data (e.g. no negative values for population figures)

- Current dataset vs previous IHS dataset (e.g. consistency in geography type and municipality)

The quality-assured IHS dataset forms the basis of the Kantar TNS master sampling frame which lists a number of variables at SA level, such as population size, province, main place name and code, sub-place name and code, dominant race group and Kantar TNS Field Manager allocation.

SAs identified as Industrial, Institutional, Parks and Recreation are excluded from the master sampling frame used for PPS sampling.

#### **Area selection**

Using the master sampling frame, a stratified multistage sample design is used to draw a sample of 12,500 households per wave, from 3,125 Small Areas (SAs).

Area splits follow actual population distribution as provided by IHS.

A sampling frame of SAs at sub-sample level (per area type per province) has been developed.

A Probability Proportional to Size (PPS) approach is applied to ensure the correct and random selection of starting points per area type per province. The PPS is generally accepted to be the most appropriate approach to sampling for programmes such as the Establishment Survey.

Small Areas (SAs) are then randomly selected from the sampling frame according to the area type and province, and used by the Kantar TNS Field team to select households to interview.

### **Household selection**

Once the SAs for interviewing have been selected, the households to interview in that area must be identified.

Using the sampling interval, and referring to the random starting point, visiting points and substitute points are identified before continuing on to identify the person to be interviewed in each household. One substitute point is allowed for each visiting point, that is, if four interviews are to be completed per SA, a total of eight visiting points is identified per SA (four original points and four substitute points).

### **Respondent selection**

To identify the respondent in the home to be interviewed for the survey, a Kish grid is used. This approach requires the interviewer to record all the individuals at that household who are 15 years or older and who reside and eat there four or more nights of the week.

By using the Kish grid, the interviewer will select the respondents at random and regardless of gender, resulting in a broad range of responses to the questions included in the survey. In other words, not just heads of household or 'gatekeepers' will be chosen for the interview.

Following the outlined process produces a randomly selected area, randomly selected households within that area, and randomly selected persons to interview for the survey within the selected household.

## **Substitution**

There are two types of substitution which may be applied: area substitution and visiting point or household substitution.

### ***Area substitution***

In terms of area substitution, an SA may be substituted for another similar SA in the same area only if that area is inaccessible for a specific reason. Reasons may include that there are no homes in that area or it is unsafe due to excessive crime. In these instances, the entire SA would need to be replaced with a similar SA in the same area. Where possible, we use our in-house Geographic Information System (GIS) and Google Earth to check the validity of claims.

It may also happen that the interviewer in an SA selects visiting points and substitute visiting points but cannot complete any interviews in that area for valid reasons. For this scenario, the SA would need to be substituted in its entirety. In some instances, the interviewer may only be able to complete some of the required number of interviews for any given area, in which case, the area may be 'closed' with fewer completed interviews. A substitute SA will then be selected for the completion of the outstanding balance.

### ***Household substitution***

An interviewer may use a substitute visiting point within the SA only if they have been back to the originally selected home on four separate occasions at different times of the day and on different days of the week (for Metro and Urban only) and have been unable to complete an interview with the randomly chosen respondent for a valid reason, such as refusal or in the case of the visiting point being a child-headed household.

Up to a total of eight visiting points are allowed per SA (four original points and four substitute points).

No substitution of individuals within a household is allowed. If the selected individual is not present at the time of the original placement interview, the interviewer will make an appointment to return to conduct the interview.



#### 4. Interviewer training

Before the start of fieldwork, face-to-face briefings across the provinces were conducted with all interviewers. Further interviewer briefings are held as and when required, and following any changes made to the questionnaire.

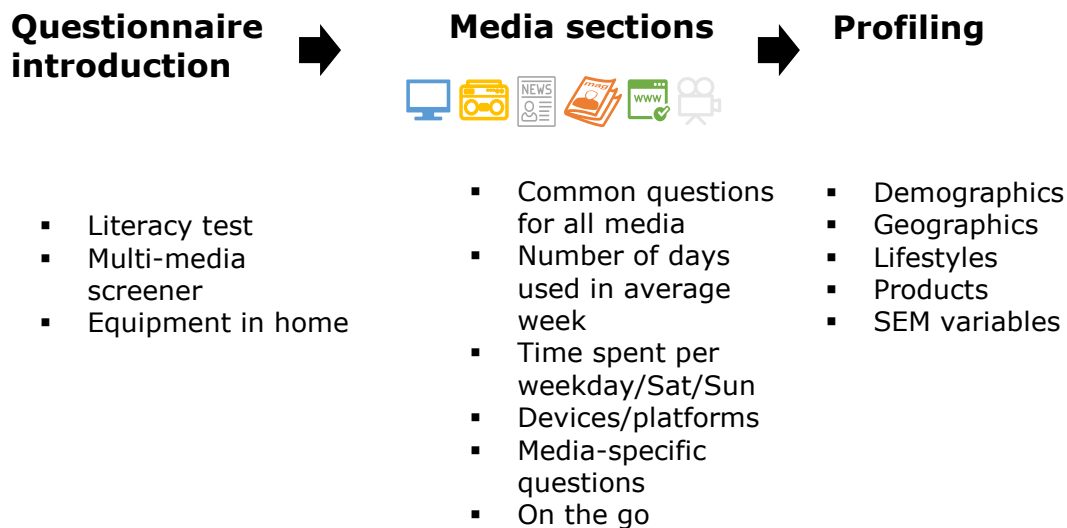
All interviewers are supplied with interview instructions and a mock questionnaire to refer to in field.

The interviewers are assigned areas they are familiar with and are therefore able to relate to respondents and properly engage with them in their preferred language.

#### 5. Survey technique

##### The ES Questionnaire

The questionnaire uses a “top-down” structure (not brand led). The graphic below illustrates the main questionnaire components.



##### Interview equipment and software

The interview is conducted via CAPI on a tablet, with the use of paper show cards.

##### Interview day

The interview days are spread across all days of the week.

## **6. Quality control**

Interviews are back-checked independently of the field teams. Back-checks are done telephonically or face-to-face. A minimum of 20% of all questionnaires (interviews) and a minimum of 10% of each interviewer's work is back-checked.

## **7. Sample Weighting**

After data collection, the data will be appropriately weighted, to align the sample with the target population as closely as possible.

The ES data is weighted to match the data released by IHS. Weights are applied within each province/area type combination, of which there are twenty-three. The ES data is weighted on both an individual and a household level.

The following variables are used to weight the data on an individual level:

- Province
- Area type
- Race
- Gender
- Age

The following variables are used to weight the data on a household level:

- Province
- Area type
- Race

Random Iterative Method (RIM) weighting is applied. RIM weighting uses a mathematical algorithm to help provide an even distribution of results across the province and area type, while balancing the required weighting variables with predetermined totals.

It weights the specified variables simultaneously and disturbs each variable as little as possible. This in turn protects the integrity of the data and supports the precision of research estimates.

A weighting efficiency report is produced on a bi-annual basis.

## **8. Household and Individual weighted questions**

As a general guide, it is suggested the following questions are to be run using Household weights:

- A2a. Equipment in home
- A3a. Number of radio sets
- A3b. Number of working TV sets
- A4. TV sets not working
- T5a. Type of TVs in home
- T5b. Reception type for TVs in home
- T5c. Decoders attached to TVs in home
- T5d. Other devices attached to TVs in home
- T5e. Internet access on TVs in home
- T5f. Internet access used on TVs in home
- T8. TV services
- Z3. Type of shelter
- Z4. Type of dwelling (gated community vs. free-standing house)
- Z5. Roof material
- Z6. Floor material
- Z7. Sleeping rooms
- Z8. Water
- Z8b. Hot running water
- Z9. Toilet
- Z10. Electricity in home
- Z11. Electricity source
- Z12. Local infrastructure (police station, post office)
- Z13. Structural items in home
- Z15. Number of cellphones in household
- Z16. Durables in home
- Z17. Domestic worker, helper or gardener
- Z24. Language spoken most often in home
- MHI. Monthly household income (detailed groups)
- MHIb. Monthly household income (broad groups)

All other questions are to be run using Individual weights.

## **9. Establishment Survey SEM™ (Socio-Economic Measure)**

SEM has been developed using correspondence analysis as the basis. The correspondence analysis involved starting with 131 variables from various sources namely LSM 2014, PA SES (Kantar TNS Pan African Socio-Economic Segmentation), IWI (International Wealth Index) and other key household variables in the ES questionnaire.

The first iteration with the 131 variables resulted in good inertia and the desired horseshoe shape, however, the removal of spurious variables, non-differentiating durables and overlapping variables at the top end created an even stronger measure.

Over various iterations, a final fourteen variables were selected to calculate the SEM score. Each individual is given a score from 0 (low socio-economic living) to 100 (high socio-economic living). The continuum is currently divided into ten equal groups (SEM 1 to SEM 10), but users have the flexibility to spread the scores in any way they wish.

The final fourteen variables used in the SEM™ calculation are listed below:

Post Office nearby – “nearby” is self-defined

Police station nearby - “nearby” is self-defined

Built-in kitchen sink

Home security service

Motor car

Deep freezer which is free standing

Microwave oven

Floor polisher or vacuum cleaner

Washing machine

Floor material

Water source

Type of toilet

Roof material

Number of sleeping rooms

## 10. Life Stage Segmentation

A Life Stage Segmentation has been developed using the following variables:

Respondent age

Marital status

Care for children under 21 years

Whether or not living with parents

Ages of others in the household

The segmentation comprises 8 segments, as follows:

		Caregiver to children <21 in home	NOT caregiver to children <21 in home		
Respondent age		15 years+	15-34 years	35-49 years	50 years+
Marital status	Married	Young/Mature Family*	Young Couples		Mature Couples
	Living with a partner				
	Single	Single Parent Family	Young Singles**	Mature Singles	
	Divorced				
	Widowed				
	Refused	Other			

**\*Young/Mature Family split into:**

Young Family	Only children younger than 18 years
Mature Family	At least one child aged 18, 19 or 20
Other	No information on child ages available

**\*\*Young Singles split into:**

Young Independent Singles	NOT living at home with parents
At-Home Singles	Living at home with parents

## **11. Income Modelling**

Not all people are comfortable giving their income at the detailed level. Broader income breaks are subsequently provided to give people an opportunity to give us income breaks they are more comfortable sharing. There were still refusals at the broader level, but income levels have been modelled using discriminant analysis.

Kantar TNS uses all variables in the questionnaire that could in any form be correlated to income – e.g. items in household, education level, occupation and area type to model broad income groups.

## **12. Reporting**

A six-monthly presentation is produced, in March on data from the six-months preceding the report and in September on data from the twelve-months preceding the report.

The data is released to the industry through Third Party Software Providers, approved by the BRC and PRC.

## Appendix: Detailed Breakdown of Area Types

### Eastern Cape

**Metro – small areas which fall within the borders of the below ‘Metropolitan Municipalities’ (Buffalo City, Nelson Mandela Bay) AND are defined as “Urban” geography type in the Census 2011 data**

Buffalo City

Nelson Mandela Bay

**Urban - small areas which fall within the borders of the below ‘Metropolitan Municipalities’ (Buffalo City, Nelson Mandela Bay) AND are defined as “Traditional” or “Farm” geography type in the Census 2011 OR are within the borders of the ‘Other municipalities’ listed below and defined as “Urban” geography type in the Census 2011 data**

Amahlathi

Maletswai

Baviaans

Matatiele

Blue Crane Route

Mbhashe

Buffalo City

Mbizana

Camdeboo

Mhlontlo

Elundini

Mnquma

Emalahleni

Ndlambe

Engcobo

Nelson Mandela Bay

Gariep

Ngqushwa

Great Kei

Ngquza Hill

Ikwezi

Nkonkobe

Inkwanca

Ntabankulu

Intsika Yethu

Nxuba

Inxuba Yethemba

Nyandeni

King Sabata Dalindyebo

Sakhisizwe

Kouga

Senqu

Kou-Kamma

Sundays River Valley

Lukanji

Tsolwana

Makana

Umzimvubu

**Rural - small areas which fall within the borders of the 'Other municipalities' listed below and are defined as "Traditional" or "Farm" geography type in the 2011 Census data**

Amahlathi

Baviaans

Blue Crane Route

Camdeboo

Elundini

Emalahleni

Engcobo

Gariep

Great Kei

Ikwezi

Inkwanca

Intsika Yethu

Inxuba Yethemba

King Sabata Dalindyebo

Kouga

Kou-Kamma

Lukanji

Makana

Maletswai

Matatiele

Mbhashe

Mbizana

Mhlontlo

Mnquma

Ndlambe

Ngqushwa

Ngquza Hill

Nkonkobe

Ntabankulu

Nxuba

Nyandeni

Port St Johns

Sakhisizwe

Senqu

Sundays River Valley

Tsolwana

Umzimvubu



## Free State

**Metro – small areas which fall within the borders of the below ‘Metropolitan Municipality’ (Mangaung) AND are defined as “Urban” geography type in the Census 2011 data.**

Mangaung

**Urban - small areas which fall within the borders of the below ‘Metropolitan Municipality’ (Mangaung) AND are defined as “Traditional” or “Farm” geography type in the Census 2011 OR are within the borders of the ‘Other municipalities’ listed below and defined as “Urban” geography type in the Census 2011 data**

Dihlabeng	Mohokare
Kopanong	Moqhaka
Letsemeng	Nala
Mafube	Naledi
Maluti a Phofung	Ngwathe
Mangaung	Nketoana
Mantsopa	Phumelela
Masilonyana	Setsoto
Matjhabeng	Tokololo
Metsimaholo	Tswelopele

**Rural - small areas which fall within the borders of the ‘Other municipalities’ listed below and are defined as “Traditional” or “Farm” geography type in the 2011 Census data**

Dihlabeng	Moqhaka
Kopanong	Nala
Letsemeng	Naledi
Mafube	Ngwathe
Maluti a Phofung	Nketoana
Mantsopa	Phumelela
Masilonyana	Setsoto
Matjhabeng	Tokololo
Metsimaholo	Tswelopele
Mohokare	

## Gauteng

**Metro – small areas which fall within the borders of the below ‘Metropolitan Municipalities’ (City of Johannesburg, City of Tshwane and Ekurhuleni) AND are defined as “Urban” geography type in the Census 2011 data**

City of Johannesburg  
City of Tshwane

Ekurhuleni

**Urban - small areas which fall within the borders of the below ‘Metropolitan Municipalities’ (City of Johannesburg, City of Tshwane and Ekurhuleni) AND are defined as “Traditional” or “Farm” geography type in the Census 2011 OR are within the borders of the ‘Other municipalities’ listed below and defined as “Urban” geography type in the Census 2011 data**

City of Johannesburg  
City of Tshwane  
Ekurhuleni  
Emfuleni  
Lesedi

Merafong City  
Midvaal  
Mogale City  
Randfontein  
Westonaria

**Rural - small areas which fall within the borders of the ‘Other municipalities’ listed below and are defined as “Traditional” or “Farm” geography type in the 2011 Census data**

Emfuleni  
Lesedi  
Merafong City  
Midvaal

Mogale City  
Randfontein  
Westonaria

## KwaZulu Natal

**Metro – small areas which fall within the borders of the below ‘Metropolitan Municipality’ (eThekweni) AND are defined as “Urban” geography type in the Census 2011 data**

eThekweni

**Urban - small areas which fall within the borders of the below ‘Metropolitan Municipality’ (eThekweni) AND are defined as “Traditional” or “Farm” geography type in the Census 2011 OR are within the borders of the ‘Other municipalities’ listed below and defined as “Urban” geography type in the Census 2011 data**

Abaqulusi	Mtubatuba
Dannhauser	Ndwedwe
eDumbe	Newcastle
Emadlangeni	Nkandla
Emnambithi/Ladysmith	Nongoma
Endumeni	Nqutu
eThekweni	Okhahlamba
Greater Kokstad	Richmond
Hibiscus Coast	The Big 5 False Bay
Hlabisa	The Msunduzi
Imbabazane	Ubuhlebezwe
Impendle	Ulundi
Indaka	Umdoni
Ingwe	uMhlathuze
Jozini	uMlalazi
Kwa Sani	uMngeni
KwaDukuza	uMshwathi
Mandeni	Umtshezi
Mfolozi	UMuziwabantu
Mkhambathini	Umvoti
Mpofana	Umzimkhulu
Msinga	UPhongolo
Mthonjaneni	

**Rural - small areas which fall within the borders of the 'Other municipalities' listed below and are defined as "Traditional" or "Farm" geography type in the 2011 Census data**

Abaqulusi	Ndwedwe
Dannhauser	Newcastle
eDumbe	Nkandla
Emadlangeni	Nongoma
Emnambithi/Ladysmith	Nqutu
Endumeni	Ntambanana
Ezingoleni	Okhahlamba
Greater Kokstad	Richmond
Hibiscus Coast	The Big 5 False Bay
Hlabisa	The Msunduzi
Imbabazane	Ubuhlebezwe
Impendle	Ulundi
Indaka	Umdoni
Ingwe	Umhlabuyalingana
Jozini	uMhlathuze
Kwa Sani	uMlalazi
KwaDukuza	uMngeni
Mandeni	uMshwathi
Maphumulo	Umtshezi
Mfolozi	UMuziwabantu
Mkhambathini	Umvoti
Mpofana	Umzimkhulu
Msinga	Umzumbe
Mthonjaneni	UPhongolo
Mtubatuba	Vulamehlo

## Limpopo

**Urban - small areas which fall within the borders of the 'Other municipalities' listed below and defined as "Urban" geography type in the Census 2011 data**

Ba-Phalaborwa	Makhado
Bela-Bela	Maruleng
Blouberg	Modimolle
Elias Motsoaledi	Mogalakwena
Ephraim Mogale	Molemole
Greater Giyani	Mookgopong
Greater Letaba	Musina
Greater Tubatse	Mutale
Greater Tzaneen	Polokwane
Lepele-Nkumpi	Thabazimbi
Lephalale	Thulamela

**Rural - small areas which fall within the borders of the 'Other municipalities' listed below and are defined as "Traditional" or "Farm" geography type in the 2011 Census data**

Aganang	Makhado
Ba-Phalaborwa	Makhuduthamaga
Bela-Bela	Maruleng
Blouberg	Modimolle
Elias Motsoaledi	Mogalakwena
Ephraim Mogale	Molemole
Fetakgomo	Mookgopong
Greater Giyani	Musina
Greater Letaba	Mutale
Greater Tubatse	Polokwane
Greater Tzaneen	Thabazimbi
Lepele-Nkumpi	Thulamela
Lephalale	

## Mpumalanga

**Urban - small areas which fall within the borders of the 'Other municipalities' listed below and defined as "Urban" geography type in the Census 2011 data**

Albert Luthuli	Mkhondo
Bushbuckridge	Msukaligwa
Dipaleseng	Nkomazi
Dr JS Moroka	Pixley Ka Seme
Emakhazeni	Steve Tshwete
Emalahleni	Thaba Chweu
Govan Mbeki	Thembisile
Lekwa	Umjindi
Mbombela	Victor Khanye

**Rural - small areas which fall within the borders of the 'Other municipalities' listed below and are defined as "Traditional" or "Farm" geography type in the 2011 Census data**

Albert Luthuli	Mkhondo
Bushbuckridge	Msukaligwa
Dipaleseng	Nkomazi
Dr JS Moroka	Pixley Ka Seme
Emakhazeni	Steve Tshwete
Emalahleni	Thaba Chweu
Govan Mbeki	Thembisile
Lekwa	Umjindi
Mbombela	Victor Khanye

## North West

**Urban - small areas which fall within the borders of the 'Other municipalities' listed below and defined as "Urban" geography type in the Census 2011 data**

City of Matlosana	Maquassi Hills
Ditsobotla	Moretele
Greater Taung	Moses Kotane
Kagisano/Molopo	Naledi
Kgetlengrivier	Ramotshere Moiloa
Lekwa-Teemane	Rustenburg
Madibeng	Tlokwe City Council
Mafikeng	Tswaing
Mamusa	Ventersdorp

**Rural - small areas which fall within the borders of the 'Other municipalities' listed below and are defined as "Traditional" or "Farm" geography type in the 2011 Census data**

City of Matlosana	Moretele
Ditsobotla	Moses Kotane
Greater Taung	Naledi
Kagisano/Molopo	Ramotshere Moiloa
Kgetlengrivier	Ratlou
Lekwa-Teemane	Rustenburg
Madibeng	Tlokwe City Council
Mafikeng	Tswaing
Mamusa	Ventersdorp
Maquassi Hills	

## Northern Cape

**Urban - small areas which fall within the borders of the 'Other municipalities' listed below and defined as "Urban" geography type in the Census 2011 data**

!Kheis	Magareng
//Khara Hais	Mier
Dikgatlong	Nama Khoi
Emthanjeni	Phokwane
Gamagara	Renosterberg
Ga-Segonyana	Richtersveld
Hantam	Siyancuma
Joe Morolong	Siyathemba
Kai !Garib	Sol Plaatjie
Kamiesberg	Thembelihle
Kareeberg	Tsantsabane
Karoo Hoogland	Ubuntu
Kgatelopele	Umsobomvu
KhGi-Ma	

**Rural - small areas which fall within the borders of the 'Other municipalities' listed below and are defined as "Traditional" or "Farm" geography type in the 2011 Census data**

!Kheis	Magareng
//Khara Hais	Mier
Dikgatlong	Nama Khoi
Emthanjeni	Phokwane
Gamagara	Renosterberg
Ga-Segonyana	Richtersveld
Hantam	Siyancuma
Joe Morolong	Siyathemba
Kai !Garib	Sol Plaatjie
Kamiesberg	Thembelihle
Kareeberg	Tsantsabane
Karoo Hoogland	Ubuntu
Kgatelopele	Umsobomvu
KhGi-Ma	



## Western Cape

**Metro – small areas which fall within the borders of the below ‘Metropolitan Municipality’ (City of Cape Town) AND are defined as “Urban” geography type in the Census 2011 data**

City of Cape Town

**Urban - small areas which fall within the borders of the below ‘Metropolitan Municipality’ (City of Cape Town) AND are defined as “Traditional” or “Farm” geography type in the Census 2011 OR are within the borders of the ‘Other municipalities’ listed below and defined as “Urban” geography type in the Census 2011 data**

Beaufort West	Langeberg
Bergrivier	Matzikama
Bitou	Mossel Bay
Breede Valley	Oudtshoorn
Cape Agulhas	Overstrand
Cederberg	Prince Albert
City of Cape Town	Saldanha Bay
Drakenstein	Stellenbosch
George	Swartland
Hessequa	Swellendam
Kannaland	Theewaterskloof
Knysna	Witzenberg
Laingsburg	

**Rural - small areas which fall within the borders of the ‘Other municipalities’ listed below and are defined as “Traditional” or “Farm” geography type in the 2011 Census data**

Beaufort West	Oudtshoorn
Bergrivier	Overstrand
Bitou	Prince Albert
Breede Valley	Saldanha Bay
Cape Agulhas	Stellenbosch
Cederberg	Swartland
Drakenstein	Swellendam
George	Theewaterskloof
Hessequa	Witzenberg
Kannaland	
Knysna	
Laingsburg	
Langeberg	
Matzikama	
Mossel Bay	

## Appendix: Provincial Maps illustrating the Geographic Landscape of the Area Types in the Establishment Survey

Please note the grey areas on the maps below indicate the areas (institutional, recreational and industrial) that are excluded from the sampling dataset.

