

DATE: 24 May 2023

Campaign Name: SAPS Recruitment

Memo Number : 15_2_32_1976

DECLARATION OF IMPARTIALITY, CONFIDENTIALITY AND FINANCIAL INTEREST

I, the undersigned:

- have no financial interest in any of the below recommended suppliers
- will not purposefully favour or prejudice anybody during the selection of the recommended suppliers
- am not aware of any relationship (family, friend, other) between the bidder and myself
- Except that I recognize the names of the recommended suppliers as we conduct business regularly with them when implementing campaigns
- The following companies are recommended for this campaign:

1	Fundudzi Media
2	Media24
3	Arena Holdings
4	
5	

NAME	CHIEF DIRECTORATE	SIGNATURE
Lerato Mokgolo	Media Buying	
Refilwe Letsoalo	Media Buying	
Sinombulelo Mlisa	Media Buying	
Neli Shuping	CSA	

Comment: _____

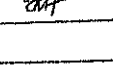
DATE: 24 May 2023
Campaign Name: SAPS Recruitment
Memo Number: 15_2_32_197

DECLARATION OF IMPARTIALITY, CONFIDENTIALITY AND FINANCIAL INTEREST

I, the undersigned:

- have no financial interest in any of the below recommended suppliers
- will not purposefully favour or prejudice anybody during the selection of the recommended suppliers
- am not aware of any relationship (family, friend, other) between the bidder and myself
- Except that I recognize the names of the recommended suppliers as we conduct business regularly with them when implementing campaigns
- The following companies are recommended for this campaign:

1	Fundudzi Media
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NAME	CHIEF DIRECTORATE	SIGNATURE
Lerato Mokgolo	Media Buying	
Refilwe Letsoalo	Media Buying	
Sinombulelo Mlisa	Media Buying	
Neli Shuping	CSA	

Comment: _____



government communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

031/2023/2024

Private Bag X745, Pretoria 0001, Tshetlmoselso House, cnr Frances Baard and Festival streets, HATFIELD, Pretoria 0028
Tel: (+27 12) 473-0000/1 Fax: (+27 12) 473 0593 Website: www.gcis.gov.za. Coordinates: 25.746096 28.232331

funcb not yet available
Please continue
J. M. M. 25/5/23

INTERNAL MEMO

DATE:	24 May 2023	File NR:	15_02_32_197 196 402
TO:	ADG: Michael Currin	FROM:	Director: Media Buying Sinombulelo Mlisa
CLIENT:	South African Police Service	CONTACT:	Captain Selelo Matlopela MatlopelaSelelo@saps.gov.za

SUBJECT: SAPS Recruitment ^{jab}
PROJECT JOB NUMBER: 15_02_32_197

J. M. M.

1. PURPOSE

- 1.1. To seek approval to appoint Arena Holdings, Media24 and Fundudzi Media for the placement of the South African Police Service's Recruitment campaign according to Supply Chain Management Delegation requirements (4.1) as per SCM instruction no.03 of 2021/22.

2. BACKGROUND

- 2.1 South African Police Service (SAPS) has vacant positions within their department that need to be filled. It is within this background that SAPS has requested Government Communication Information System (GCIS) to assist with the media buying of the recruitment advertisement.

3. CAMPAIGN OBJECTIVES

- 3.1 To invite eligible candidates to apply.

4. TARGET AUDIENCE

- 4.1 Eligible candidates.
- 4.2 Government Segmentation Model (GSM): Rooted Realists, City Seekers, Safely Suburban, Metro Mobiles and Cosmopolitan Capital.

5. CAMPAIGN PERIOD

- 5.1 28 May 2023

To seek approval to appoint Arena Holdings, Media24 and Fundudzi Media for the placement of the South African Police Service's Recruitment campaign.

6. RECOMMENDATIONS

- 6.1** Based on the campaign requirements and research analysis conducted, Media Buying recommends the use of Print newspapers with a readership of 21,511,000. Source: **Establishment Survey 2019AB.**

Not recommended

- 6.2** Out of Home (OOH) reaches 40,715,000 audiences, Television viewership is 39,739 000, Radio listenership is 37,747,000, and Digital audience is 28,421,000. **Establishment survey 2019AB.**

- 6.3** Although these media types have a higher reach than print, however they will not be utilised as these mediums do not offer placement for large content, and are not ideal for recruitment purposes. Source:

6.4 DELEGATION (4.1) ACQUISITION OF PRINT SPACE (THRESHOLD R3 000 000.00). CAMPAIGN TOTAL R 107 640 incl VAT.

- 6.4.1** In order to reach the target audience and deliver on the campaign objectives, **Arena Holdings (Sunday Times), Media24 (City Press/Rapport Combo) and Fundudzi Media (Sunday World)** are recommended for this placement. The recommended publications have a wider reach nationally and will meet the campaign's objective.
- 6.4.2** **Sunday Times** has a readership of 2,742,000. The publication will be eligible to reach the targeted applicants nationally. Source: *PAMS 2019 survey.*
- 6.4.3** **City Press/Rapport Combo** offers a combined readership of 2,263,000. The publication will be eligible to reach the targeted applicants nationally. Source: *PAMS 2019 survey.*
- 6.4.4** **Sunday World** offers a readership of 984,000 weekly newspapers. The publication will be eligible to reach the targeted applicants nationally. Source: *PAMS 2019 survey.*

Media	Readership	% Share	Recruitment	Recruitment	Recruitment
Arena Holdings	2,742,000	44%	R 0.00	R 0.00	R 47 403.00
Media24	2,263,000	32%	R 0.00	R 0.00	R 34 224.00
Fundudzi Media	984,000	24%	R0.00	R 0.00	R 26 013.00
TOTAL			R 0.00	R 0.00	R 107 640.00

It should be noted that currently media owners do not offer discounts for recruitment placements. Recruitment rates are less than those of the main body rates.

Not Recommended Weeklies

- 6.4.5 Soccer **Laduma** with a readership of 3 844 000 will not be recommended as the publication does not offer a recruitment section.
- 6.4.6 **Sunday Sun** has been discontinued. **Isolezwe ngeSonto and Ilanga Lange Sonto** are not recommended, as they are regional publications, which will not be able to reach the target audiences nationally.
- 6.4.7 Other weekly publications have a lower readership than the recommended ones.

7. FINANCIAL IMPLICATIONS



- 7.1. SAPS has transferred an amount of **R 107 640.00** into the GCIS Suspense Account.
- 7.2. The total cost for this submission is **R 107 640.00** incl VAT which is broken as per the below table.

Publication	Amount
Arena Holdings	R 47 403.00 ✓
Media24	R 34 224.00 ✓
Fundudzi Media	R 26 013.00 ✓
Total Print	R 107 640.00



Lerato Mokgolo
Junior Media Planner
Date: 24/5/2023

Refilwe Letsoalo
DD: Media Buying
Date:

Recommendation in paragraph 6.4.1 supported/not supported

SUBJECT: SAPS Recruitment
PROJECT JOB NO: 14.2.32.187



Sinombulele Mlisa
D: Media Buying

Date: 24/5/2023

Recommendation in paragraph 6.4.1 recommended/not recommended

Nell Shuping

CD: CSA

Date: 24/05/23

Recommendation in paragraph 6.4.1 recommended/not recommended

SIGN & D

Regomoditswe Mavimbela
DDG: CP&D
Date:

Recommendation in paragraph 6.4.1 recommended/not recommended

Gcobisa Sodi
CFO
Date:

Recommendation in paragraph 6.4.1 Recommended/not recommended

Michael Currin
Acting DG
Date:

Recommendation in paragraph 6.4.1 approved/not approved

Lerato Mokgolo

From: Refilwe Letsoalo
Sent: Wednesday, 24 May 2023 11:33
To: Lerato Mokgolo
Cc: Sinombulelo Mlisa; Lelethu Mzendana
Subject: RE: SAPS_Recruitment Memo

Hi Lerato,

This email serves as recommendation for the SAPS recruitment memo.

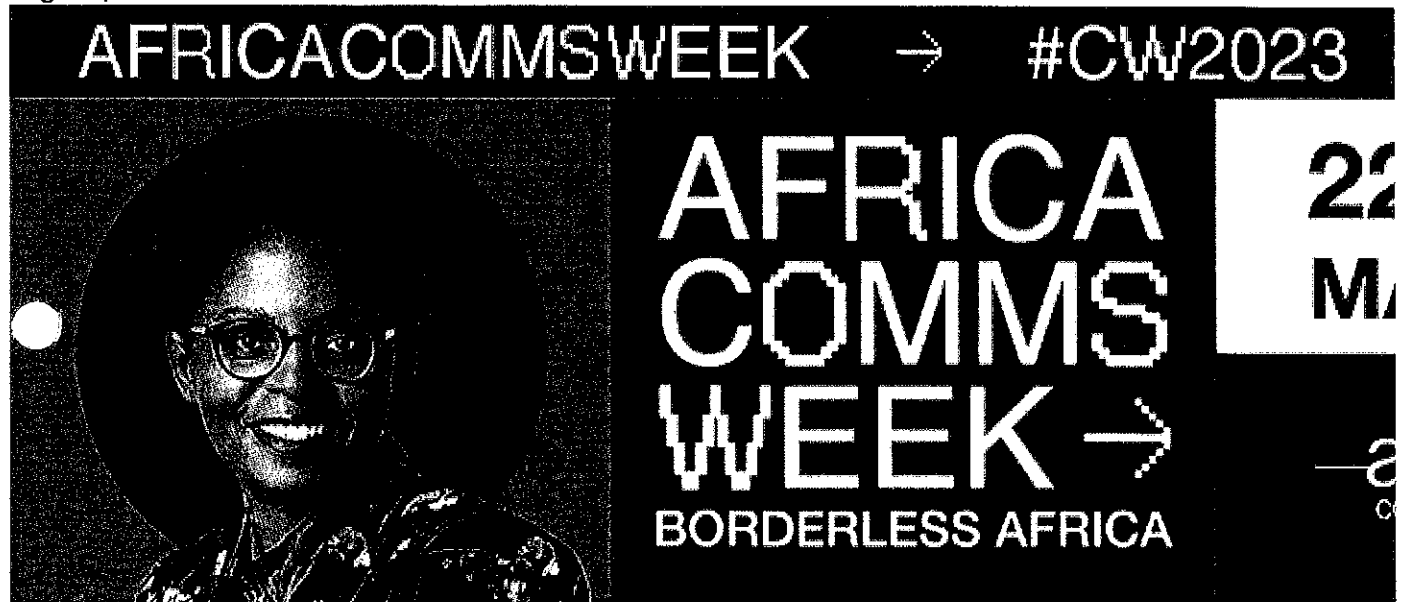
Regards,
Refilwe

From: Lerato Mokgolo <leratoma@gcis.gov.za>
Sent: Wednesday, 24 May 2023 11:11
To: Refilwe Letsoalo <refilwem@gcis.gov.za>
Sinombulelo Mlisa <ace@gcis.gov.za>; Lelethu Mzendana <Lelethu@gcis.gov.za>
Subject: SAPS_Recruitment Memo

Morning Refilwe

Find the attached SAPS Recruitment Memo to review and recommendation.

Regards,



Disclaimer: This email and files transmitted with it contain confidential and privileged information and is intended solely for the use of the individual or entity to which they are addressed. If you have received this email in error please: - do not read, disseminate, distribute, copy or take action in reliance on this email and - delete it immediately and arrange for the deletion thereof on your server, and - notify the administrator of the Government Communication and Information System (GCIS) at postmaster@gcis.gov.za immediately. Any unauthorised use, duplication or interception of this e-mail or any files transmitted with it is expressly and strictly prohibited. No representation, guarantee or undertaking (expressed or implied) is made or given as to the confidentiality or security of the email system or to the accuracy of the information in this email and any files transmitted with it is virus-free. No responsibility or liability is accepted for the proper, complete transmission of the information contained in this email or any files transmitted with it or any delay in its receipt; or arising from or as a result of the use of or reliance on the content of this email or any files transmitted with it. Any views expressed in this email or any files transmitted with it are not necessarily the views of the GCIS. Queries regarding this email or any files transmitted with it should be directed to postmaster@gcis.gov.za. This disclaimer forms part of the content of this e-mail for purposes of section 11 of the Electronic Communications and Transactions Act, 2002 (Act No. 25 of 2002)

Lerato Mokgolo

From: Lelethu Mzendana
Sent: Thursday, 25 May 2023 09:46
To: Lerato Mokgolo
Subject: FW:
Attachments: Neli Shuping.pdf; Neli Shuping.pdf; Neli Shuping.pdf; Neli Shuping.pdf; Neli Shuping.pdf

rato

From: Sifiso Mahlambi <mahlambisc@gmail.com>
Sent: Wednesday, 24 May 2023 16:41
To: Lelethu Mzendana <Lelethu@gcis.gov.za>; leratom@gcis.gov.za
Subject:

Lerato Mokgolo

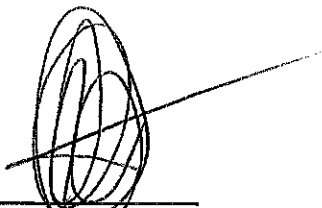
From: Lerato Mokgolo
Sent: Wednesday, 24 May 2023 14:18
To: Neli Shuping
Cc: Sifiso Mahlambi; Sinombulelo Mlisa; Lelethu Mzendana
Subject: SAPS Recruitment Memo
Attachments: SAPS Recruitment.pdf

Afternoon Chief,

Kindly find the attached SAPS Recruitment memo for your recommendation.

Regards,

Lerato Mokgolo
Media Planner/Buyer
Advertising & Media Buying
Government Communication and Information System
Tshedimosetso House
1035 Frances Baard & Festival Street
Hatfield, Pretoria
Cell: +27 72 352 0992
Tel: +27 12 473 0150
Email: leratoma@gcis.gov.za Website: www.gcis.gov.za


Sinombulelo Mlisa

D: Media Buying

Date: *24/5/2023*

Recommendation in paragraph 6.4.1 recommended/~~not recommended~~

Neli Shuping

CD: CSA

Date:

Recommendation in paragraph 6.4.1 recommended/not recommended


Regomoditswe Mavimbela

DDG: CP&D

Date: *24/5/23*

SIGN & DATE

Recommendation in paragraph 6.4.1 recommended/not recommended

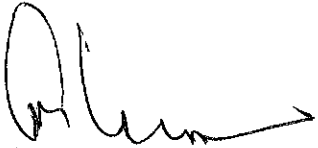

Geobisa Soci

CFO

Date: *26/05/2023*

Print media is recommended for the placement of SAPS recruitment campaign. File was received on 26/05/2023.

Recommendation in paragraph 6.4.1 Recommended/not recommended


Michael Currin

Acting DG

Date: *26/5/23*

Recommendation in paragraph 6.4.1 approved/not approved

RECEIVED AT 18:00

Report

Report Date : 5/24/2023

File Name : SAPS Recruitment_Weeklies.PAMS191.pry

Table : All Respondents

Version : 7.22.84.10

		Totals
Totals	Audience(000)	41,874
	Resps	15,250
	%Col	100.0
	%Row	100.0
	Index	100
Soccer Laduma (Wed) ~ AIR - Paper Newspaper Weeklies	Audience(000)	3,844
	Resps	1,035
	%Col	9.2
	%Row	100.0
	Index	100
Sunday Times ~ AIR - Paper Newspaper Weeklies	Audience(000)	2,742
	Resps	1,078
	%Col	6.5
	%Row	100.0
	Index	100
(City Press (Sun) ~ AIR - Paper Newspaper Weeklies OR Rapport (Sun) ~ AIR - Paper Newspaper Weeklies)	Audience(000)	2,263
	Resps	876
	%Col	5.4
	%Row	100.0
	Index	100
Sunday Sun ~ AIR - Paper Newspaper Weeklies	Audience(000)	1,999
	Resps	552
	%Col	4.8
	%Row	100.0
	Index	100
City Press (Sun) ~ AIR - Paper Newspaper Weeklies	Audience(000)	1,552
	Resps	496
	%Col	3.7
	%Row	100.0
	Index	100
Isolezwe ngeSonto (Sun) ~ AIR - Paper Newspaper Weeklies	Audience(000)	1,072
	Resps	247
	%Col	2.6
	%Row	100.0
	Index	100
Ilanga LangeSonto (Sun) ~ AIR - Paper Newspaper Weeklies	Audience(000)	1,050
	Resps	256
	%Col	2.5
	%Row	100.0
	Index	100
Sunday World ~ AIR - Paper Newspaper Weeklies	Audience(000)	984
	Resps	259
	%Col	2.3
	%Row	100.0
	Index	100

Units : 1000

Source : PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

Report

Report Date : 5/24/2023

File Name : SAPS Recruitment_Weeklies.PAMS191.pry

Table : All Respondents

Version : 7.22.84.10

		Totals
Rapport (Sun) ~ AIR - Paper Newspaper Weeklies	Audience(000)	740
	Resps	397
	%Col	1.8
	%Row	100.0
	Index	100
Isolezwe ngoMgqibelo (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000)	713
	Resps	167
	%Col	1.7
	%Row	100.0
	Index	100
Mail & Guardian (Fri) ~ AIR - Paper Newspaper Weeklies	Audience(000)	465
	Resps	201
	%Col	1.1
	%Row	100.0
	Index	100
Isolezwe lesiXhosa ~ AIR - Paper Newspaper Weeklies	Audience(000)	418
	Resps	185
	%Col	1.0
	%Row	100.0
	Index	100
Son op Sondag ~ AIR - Paper Newspaper Weeklies	Audience(000)	375
	Resps	144
	%Col	0.9
	%Row	100.0
	Index	100
Post (Wed) ~ AIR - Paper Newspaper Weeklies	Audience(000)	343
	Resps	292
	%Col	0.8
	%Row	100.0
	Index	100
Saturday Citizen ~ AIR - Paper Newspaper Weeklies	Audience(000)	*320
	Resps	86
	%Col	0.8
	%Row	100.0
	Index	100
Beeld (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000)	254
	Resps	122
	%Col	0.6
	%Row	100.0
	Index	100
Sunday Tribune ~ AIR - Paper Newspaper Weeklies	Audience(000)	235
	Resps	198
	%Col	0.6
	%Row	100.0
	Index	100

Units : 1000

Source :PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

Report

Report Date : 5/24/2023

File Name : SAPS Recruitment_Weeklies.PAMS191.pry

Version : 7.22.84.10

Table : All Respondents

		Totals
Die Burger (Wes Kaap) (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*213 68 0.5 100.0 100
African Independent ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	**203 49 0.5 100.0 100
Pretoria News Weekend (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*166 54 0.4 100.0 100
The Sunday Independent ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*151 53 0.4 100.0 100
Saturday Star ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*139 64 0.3 100.0 100
Weekend Argus: Saturday Edition ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*117 63 0.3 100.0 100
The Independent on Saturday ~ R - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*102 80 0.2 100.0 100
Weekend Witness (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*93 64 0.2 100.0 100
Weekend Post (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*91 77 0.2 100.0 100

Units : 1000

Source :PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

Report

Report Date : 5/24/2023

File Name : SAPS Recruitment_Weeklies.PAMS191.pry

Table : All Respondents

Version : 7.22.84.10

		Totals
Weekend Argus: Sunday Edition ~ AIR - Paper Newspaper Weeklies	Audience(000)	**90
	Resps	42
	%Col	0.2
	%Row	100.0
	Index	100
Die Burger (Oos Kaap) (Fri) ~ AIR - Paper Newspaper Weeklies	Audience(000)	*89
	Resps	69
	%Col	0.2
	%Row	100.0
	Index	100
Daily Dispatch Weekend Edition (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000)	*84
	Resps	74
	%Col	0.2
	%Row	100.0
	Index	100
Volksblad (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000)	**66
	Resps	35
	%Col	0.2
	%Row	100.0
	Index	100

Units : 1000

Source :PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS181 PAMS 2019 :

South African Police Service



South African Police Service

Private Bag X94 Pretoria

Fax No: 0865417014

Your reference :	THE DIVISIONAL COMMISSIONER
My reference :	14/21
Enquiries :	Brig. Marais
Telephone :	012 393 4653
	PRETORIA
	0001

The Chief Financial Officer
Department of Government Communications and Information Systems
Private Bag x745
HATFIELD
0083

PAYMENT OF AN ADVANCE FOR THE EXTERNAL ADVERTISEMENT: OFFICE OF THE NATIONAL COMMISSIONER: EXECUTIVE SUPPORT AND INTERNATIONAL LIAISON: SOUTH AFRICAN POLICE SERVICE

Approval is granted for the payment of the advance to GCIS, as per attached approved schedule.

An advance payment will be made to GCIS:

Amount: R 107,640.00

The purpose of the advance is for the external advertising of the post in the South African Police service: Office of the National Commissioner: Executive Support

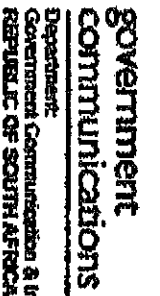
You will be provided with the proof of payment once deposited.

Your assistance in this regard will be highly appreciated.


PP DIMPHE
Date: 2023/5/23

LIEUTENANT GENERAL (CFO)

DIVISIONAL COMMISSIONER: FINANCIAL MANAGEMENT SERVICES



Government Communication & Information Systems REPUBLIC OF SOUTH AFRICA

**South African Police Service
Recruitment SAPS Week 19 (2023)
Print**

Press	Region	Readership (000s)	Rate/Cd	Add	Size	Ins	Total Cost Excl VAT	Discount %	Discount Amount	Placemnt Amount	From	Schedule Performance	
City Press	National	962	R 486,00	20	X	3	1	R 29 760,00	0%	-	R 29 760,00	2023/05/21 - 2023/05/21	
Sunday Times	National	1762	R 687,00	20	X	3	1	R 41 220,00	0%	-	R 41 220,00	2023/05/21 - 2023/05/21	
Sunday World	National	725	R 377,00	20	X	3	1	R 22 620,00	0%	-	R 22 620,00	2023/05/21 - 2023/05/21	
Total		4449	R 1550,00					R 93 600,00			R 93 600,00		

Total Inc VAT R 107 640,00

Maichen

Fin SEBORA

Executive Office Manager

03/05/11

060 577 7371

Total Savings

Total Inc VAT

GOVERNMENT SEGMENTATION MODEL | GSM 2ND EDITION



Rooted Realists

27.8 Million People
(48% of SA adult population)

They are mostly unemployed, with low education levels. Some try to remain positive and acknowledge that they have come a long way. However, their optimism is challenged by difficult financial circumstances and most rely on government grants. They long for financial independence, permanent employment and improved living conditions.

Live:	Non-metro traditional settlements (63%). 30% non-metro urban informal settlements. Eastern Cape 24%, Limpopo 20%, KZN 18%, Mpumalanga 11%.
Age:	30% are 18-34 yrs. 15% are 35-49 yrs and 14% are older than 50.
Gender:	Females 52%, males 48%.
Race:	94% Black, 5% Coloured.
Home Language:	93% speak an African language - Isizulu 28%, Isixhosa 17%, Sepedi 15%.
Education:	One in ten have not completed high school, 4 in 10 have some high school education, 29% completed matric.
Employment:	High unemployment - about one in ten have fulltime employment.
Annual household income:	Low income - 45% (R0 - R39 504), 31% (R39 505 - R65 320), and 25% (R65 321 - R138 821).



City Seekers

14.4 Million People
(25% of SA adult population)

People in this segment are city dwellers who are familiar with the demands of a competitive urban life. They are generally hopeful, ambitious, career-oriented and constantly looking for opportunities to improve their lives and that of their families. Despite the day-to-day challenges they continue looking for job opportunities because they see this as the answer to a better future.

Live:	Metro (91%) and mainly in informal (52%) and formal (43%) settlements. Gauteng (27%), KZN (37%), Western Cape (15%) and Eastern Cape (15%).
Age:	34% are 18-34 yrs, one-fifth are 35-49 yrs old and 13% are 50+ years.
Gender:	Females 49%, males 51%.
Race:	Predominantly Black 90%, Coloured 9%.
Home Language:	Majority speak African languages (87%), Isizulu 34%, isiXhosa 19%, Sesotho 11%.
Education:	40% high school completed and 37% did not complete high school.
Employment:	High unemployment - 42% are unemployed.
Annual household income:	Low income - 20% (R0 - R39 504), 38% (R39 505 - R65 320), and 42% (R65 321 - R138 821).



Safely Suburban

5.9 Million People
(10% of SA adult population)

Safely Suburbans are of the view that their quality of life has declined. They identify their lack of appropriate education as an obstacle to accessing employment or getting better jobs. For this segment, the high cost of living, labour cost and investment are critical areas of concern. They are safety conscious and highly protective of their physical, social and economic environment.

Live:	The majority (80%) live in non-metro suburban and mainly in formal dwellings. Western Cape 18%, KZN 15%, Mpumalanga 12%, North West 11%.
Age:	18-34 year olds make up 30% one-fifth are 35-49 yrs and a fifth are 50 yrs+.
Gender:	Equal male and female split.
Race:	Black 52%, White 29%, Coloured 15%.
Home Language:	Largest proportion speak Afrikaans (30%) followed by English 20%.
Education:	High education levels 36% completed high school, 23% completed higher education or more.
Employment:	29% fulltime employment, 12% self-employed, 23% unemployed.
Annual household income:	Majority (85%) in middle income bracket. R138 822 - R472 501.



Metro Mobiles

6.1 Million People
(11% of SA adult population)

Metro Mobiles are interested in keeping a particular lifestyle. They are the lookout for ways to improve their lives, be it financial aid to start a business or upskilling themselves. These people see themselves as inspirational, role models and influencers. They are concerned about drugs, unemployment, corruption, crime, the economy and basic service delivery.

Live:	They live in metro areas and mainly in formal dwellings. Gauteng (44%), Western Cape (22%) and KZN (19%).
Age:	18-34 year olds 31%, 22% are between 35-49 yrs old and 21% are 50 yrs+.
Gender:	Females 51%, males 49%.
Race:	Black 54%, 21% Coloured, White 13%.
Home Language:	English 34%, Afrikaans 22%, Isizulu 20%.
Education:	43% completed high school, 22% did not complete high school and 14% completed higher education.
Employment:	27% employed full time, 13% self-employed and 26% unemployed.
Annual household income:	Middle income - 35% (R138 821 - R237 593), 65% (R237 594 - R472 501).



Cosmopolitan Capital

3.6 Million People
(6% of SA adult population)

These people are mostly affluent, professional and independent. They have the highest amount of disposable income, highest proportions of tertiary education, employment. They are educational, business-focused and concerned about anything that would negatively impact the economy and consequently their independence and their net worth.

Live:	100% Metro.
Age:	Gauteng 62%, Western Cape 22%, KZN 9%.
Gender:	26% are 18-34 yrs old, 25% 35-49 yrs old and 26% are 50 yrs+.
Race:	Female (52%), male (48%).
Home Language:	White 51%, Black 34%, and Indian 9%.
Education:	Mainly English (47%), Afrikaans (17%) and Isizulu (11%).
Employment:	High education levels 33% have matric and 38% have higher education.
Annual household income:	43% employed fulltime, 18% self-employed and 10% unemployed.
Annual household income:	Upper income - 43% (R472 502 - R616 852), 32% (R616 853 - R798 172), 19% (R798 173 - R1 053 843) and 8% above.

Report

Report Date : 5/24/2023

File Name : SAPS REcruitment Est Survey.pry

Table : All Respondents

Version : 7.22.84.10

		Totals
Totals	Audience(000)	40,716
	Resps	25,256
	%Col	100.0
	%Row	100.0
	Index	100
On The Go-OOH ~ Past 12 Months Reach	Audience(000)	40,715
	Resps	25,255
	%Col	100.0
	%Row	100.0
	Index	100
Viewing ~ Past 12 Months Reach	Audience(000)	39,739
	Resps	24,685
	%Col	97.6
	%Row	100.0
	Index	100
Listening ~ Past 12 Months Reach	Audience(000)	37,747
	Resps	23,414
	%Col	92.7
	%Row	100.0
	Index	100
Digital ~ Past 12 Months Reach	Audience(000)	28,421
	Resps	18,214
	%Col	69.8
	%Row	100.0
	Index	100
Reading - Newspapers ~ Past 12 Months Reach	Audience(000)	21,511
	Resps	13,254
	%Col	52.8
	%Row	100.0
	Index	100
Reading - Magazines ~ Past 12 Months Reach	Audience(000)	15,584
	Resps	9,794
	%Col	38.3
	%Row	100.0
	Index	100
Cinema ~ Past 12 Months Reach	Audience(000)	6,611
	Resps	4,079
	%Col	16.2
	%Row	100.0
	Index	100

Units : 1000

Source : Establishment Survey 2019 AB (Jan-Dec 2019)

Weight : Individual Weight

Data Sources:

ES19AB; Establishment Survey 2019 AB (Jan-Dec 2019) :