

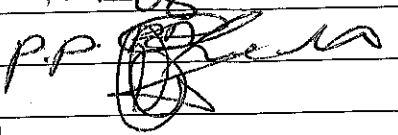
DATE: 10 May 2023
SUBJECT: DHS Budget Vote 2023 campaign
PROJECT JOB NO: 15_2_15_86

DECLARATION OF IMPARTIALITY, CONFIDENTIALITY AND FINANCIAL INTEREST

I, the undersigned:

- have no financial interest in any of the below recommended suppliers
- did 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 as we conduct business regularly with them when implementing campaigns
- The following companies are recommended for this campaign :

1	Arena Holdings
2	BEMAS
3	Media24

NAME	CHIEF DIRECTORATE	SIGNATURE
Fortune Bologo	CSA: Media Buying	
Refilwe Letsoalo	CSA: Media Buying	
Ace Mlisa	CSA: Media Buying	
Neli Shuping	CSA	

Comment: _____



**government
communications**

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

Private Bag X745, Pretoria 0001. Tshedimosetso 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

funds are available ✓
11/5/2023

021/2023/2024

INTERNAL MEMO

DATE:	10 May 2023	File NR:	15_2_15_86
TO:	ADG: Michael Currin	FROM:	D : Media Buying Ace Mlisa
CLIENT:	Department of Human Settlements	CONTACT:	Dineo Mamabolo 082 429 2250

SUBJECT: Budget Vote 2023 campaign

PROJECT NUMBER: 15_2_15_86

1. PURPOSE

- 1.1 To seek approval to appoint Arena Holdings, Brand Edge Media Advertising Services (BEMAS), and Media24 for the placement of Department of Human Settlements Budget Vote 2023 campaign according to Supply Chain Management delegation 4.1 as per SCM instruction no.03 of 2021/22.

2. BACKGROUND

- 2.1 The Department of Human Settlements will on the 12th of May 2023 table the 2023/2024 Budget Vote. This years Budget Vote provides an opportunity to reflect on the work the department has done over the medium term and in the previous years to change the lives of the people for the better and provide an opportunity to paint a picture of how the department has performed over the recent years. The DHS also wants to outline the assistance provided in Gauteng, KwaZulu Natal, and Eastern Cape after they were affected by devastating flood disasters.
- 2.2 It is against the above background that the DHS has requested the GCIS Media Buying to assist with the media placement of this campaign.



3. CAMPAIGN OBJECTIVES

- 3.1 To highlight that government remains committed to providing decent and affordable housing.
- 3.2 To raise awareness about housing programmes such as First Home Finance, social housing and rapid land release.
- 3.3 To re-inforce key focus areas from the Budget Vote and recent policy changes.
- 3.4 To celebrate highlight achievements for 2022/2023 and the assistance provided to provinces affected by devastating flood disasters.

4. TARGET AUDIENCE

- 4.1 GSM 1- 5: Rooted Realist, City Seekers, Safely Suburban, Metro Mobiles and Cosmopolitan Capital.
- 4.2 Primary focus: National. Secondary focus: Gauteng, Kwa Zulu Natal, and Eastern Cape.

5. CAMPAIGN PERIOD

- 5.1 16 – 19 May 2023.

6. RECOMMENDATIONS

- 6.1 Media Buying recommends the use of print newspapers with a readership of 18 205 000. Print is effective in disseminating long format content and will allow the client to provide in-depth details about the Budget Vote and Human Settlements achievements.
- 6.2 Out of Home, TV, Radio, and Digital are not recommended as they are not relevant for this campaign. Print newspapers is therefore recommended based on relevance as per the approved Media Buying SOP's.

6.3 **Delegation 4.1 acquisition of Print (Threshold R3 million). Campaign total R668 391.00 including VAT.**

6.3.1 In order to reach the target audience and deliver on the campaign objectives, Media Buying recommends the use of Daily Sun (**Media24**), Sowetan, Daily Dispatch, The Herald (**Arena Holdings**), The Star, Pretoria News, Isolezwe, and The Mercury (**BEMAS**).

6.3.2 The primary target audience will be covered by recommended national newspapers Daily Sun (2 974 000 readers) and Sowetan (629 000 readers). These publications have the highest readership nationally and will be effective for this campaign.

6.3.3 The secondary target audience will be covered by the following publications:

- Gauteng – The Star (249 000 readers) and Pretoria News (92 600).
- KwaZulu Natal - Isolezwe (1 122 000 readers) and The Mercury (133 000 readers).
- Eastern Cape – Daily Disptch (172 000) and The Herald (117 000).

NOT RECOMMENDED PUBLICATIONS

6.3.4 Son, Daily Voice, and Die Burger are not recommended as they are Western cApe regional publications. Western Cape is not part of the secondary target audience, however this province will be covered by the recommended national publications.

6.3.5 The Citizen, Beeld, and Business Day are national publications, however they are not recommended as they have a lower reach than the recommended national publications.

6.3.6 Daily News is a KZN regional publication with a lower readership than the KZN recommended publications.

6.3.7 All other daily publications not mentioned above are not recommended as they has a lower readership than the recommended publications.

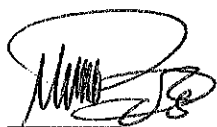
Source: PAMS 2019 survey.

7. FINANCIAL IMPLICATIONS

7.1 The DHS has deposited funds to the GCIS Suspense account for the implementation of this campaign. See attached proof of payment.

7.2 The total cost for this submission is R668 391.00 which will be used as per below.

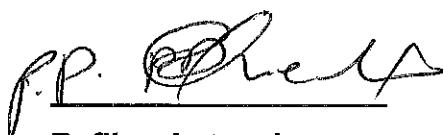
Media Group	Total Cost Incl VAT	Discount Amount	Discount Percentage	Total Cost to Client
Arena Holdings	R 273 378,00	R 25 136,46	9%	R 248 241,54
BEMAS	R 303 226,16	R 45 483,93	15%	R 257 742,23
Media24	R 176 529,60	R 14 122,37	8%	R 162 407,23
Total Campaign	R 753 133,76	R 84 742,76	11%	R 668 391,00



Fortune Bologo

Junior Media Planner: Media Buying

Date: 10/05/2023

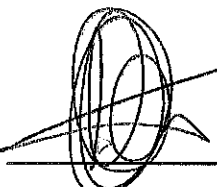


Refilwe Letsoalo

Deputy Director: Media Buying

Date: 2023-05-10

RECOMMENDED / NOT RECOMMENDED



Sinombulelo Mlisa

D: Media Buying

Date: 10/5/2023

RECOMMENDED / NOT RECOMMENDED

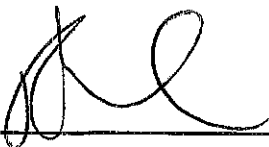
NPrinsloo

Neli Shuping Nicolette Prinsloo

CD: CSA

Date: 11/05/2023

RECOMMENDED / ~~NOT RECOMMENDED~~



Regomoditswe Mavimbela

DDG: CP&D

Date: 12/5/23

RECOMMENDED / NOT RECOMMENDED



Gcobisa Sodi

CFO

Date: 12/05/2023

RECOMMENDED / NOT RECOMMENDED

The chosen publications cover the target audience of City Seekers within Gauteng, KZN, Eastern Cape and National. The client department and media buying should ensure that other provinces are also informed on the developments relating to this campaign. To ensure fair distribution of resources, the community media should also be considered to ensure inclusivity and wide-spread messaging.

Michael Currin

ADG

Date:

APPROVED / NOT APPROVED

SUBJECT: DHS Budget Vote 2023 campaign
PROJECT NUMBER: 15_02_15_86

NPrinsloo

Neli Shuping Nicolette Prinsloo

CD: CSA

Date: 11 /05 /2023

RECOMMENDED / ~~NOT RECOMMENDED~~

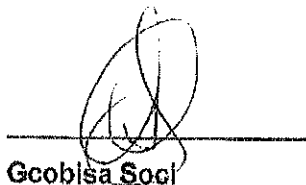


Regomoditswe Mavimbela

DDG: CP&D

Date: 12/5/23

RECOMMENDED / NOT RECOMMENDED



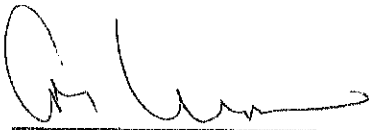
Gcobisa Sool

CFO

Date: 12/5/2023

RECOMMENDED / NOT RECOMMENDED

The chosen publications cover the target audience of City Seekers within Gauteng, KZN, Eastern Cape and National. The client department and media buying should ensure that other provinces are also informed on the developments relating to this campaign. To ensure fair distribution of resources, the community media should also be considered to ensure inclusivity and wide-spread messaging.



Michael Currin

ADG

Date: 15/5/23

APPROVED / NOT APPROVED



government communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

Private Bag X746, Pretoria 0001, Tshedi Mosetso 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: 25.748096 28.232331

Ms Nicolette Prinsloo
Director: Marketing and Distribution
GCIS
PRETORIA

Dear Ms Prinsloo

APPOINTMENT AS ACTING CHIEF DIRECTOR: COMMUNICATION SERVICE AGENCY (CSA)

In terms of section 32 of the Public Service Act 1994, (Act 103 of 1994), you are hereby appointed as an Acting Chief Director: Communication Service Agency on the 11th and 12th May 2023.

In executing this role, you will be expected to manage and lead the Chief Directorate and, among other things, authorise all payments in relation to the Chief Directorate.

May I take this opportunity to thank you in advance and wish you all the best.

Yours sincerely,

NELI SHUPING
CD: CSA
DATE: 10/05/2023

REGOMODITSWE MAVIMBELA
DDG: CP&D
DATE: 10/5/23

I, Nicolette Prinsloo, hereby accept the above appointment and will carry out all duties assigned to me to the best of my ability.

NICOLETTE PRINSLOO
DIRECTOR: MARKETING AND DISTRIBUTION
DATE: 11/5/2023



Regengs kommunikasie • Dikgokahano tsa Mmuso • Dilhabetso tsa Puso • Dikgokaganyo tsa Mmuso • Ezokuchamane kukahulumeni •
Ezokubizelwano lukahulumeni • Tekuchumana Takulumende • zokuThintana lukahulumende • Vuhlanganisi bya Mmuso • Vuhlanganisi bya Mmuso

Report

Report Date : 5/10/2023

File Name : DHS_Budget Vote 2023.ES19AB.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 ~ Monthly Reach	Audience(000)	40,631
	Resps	25,203
	%Col	99.8
	%Row	100.0
	Index	100
Viewing ~ Monthly Reach	Audience(000)	39,156
	Resps	24,329
	%Col	96.2
	%Row	100.0
	Index	100
Listening ~ Monthly Reach	Audience(000)	36,741
	Resps	22,800
	%Col	90.2
	%Row	100.0
	Index	100
Digital ~ Monthly Reach	Audience(000)	27,382
	Resps	17,538
	%Col	67.3
	%Row	100.0
	Index	100
Reading - Newspapers ~ Monthly Reach	Audience(000)	18,205
	Resps	11,124
	%Col	44.7
	%Row	100.0
	Index	100
Reading - Magazines ~ Monthly Reach	Audience(000)	10,832
	Resps	6,787
	%Col	26.6
	%Row	100.0
	Index	100
Cinema ~ Monthly Reach	Audience(000)	1,784
	Resps	1,083
	%Col	4.4
	%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) :

© Telmar Information Services Corp.

Report

Report Date : 5/10/2023

File Name : DHS_Budget Vote 2023.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
Daily Sun ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	2,974
	Resps	926
	%Col	7.1
	%Row	100.0
	Index	100
Isolezwe ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	1,122
	Resps	294
	%Col	2.7
	%Row	100.0
	Index	100
Sowetan ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	629
	Resps	173
	%Col	1.5
	%Row	100.0
	Index	100
Son ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	624
	Resps	233
	%Col	1.5
	%Row	100.0
	Index	100
Daily Voice ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	344
	Resps	118
	%Col	0.8
	%Row	100.0
	Index	100
The Citizen ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	276
	Resps	129
	%Col	0.7
	%Row	100.0
	Index	100
The Star ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	249
	Resps	105
	%Col	0.6
	%Row	100.0
	Index	100
Beeld ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	213
	Resps	113
	%Col	0.5
	%Row	100.0
	Index	100

Units : 1000

Source :PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

© Telmar Information Services Corp.

Report

Report Date : 5/10/2023

File Name : DHS_Budget Vote 2023.PAMS191.pry

Table : All Respondents

Version : 7.22.84.10

		Totals	
Daily Dispatch ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	172	✓
	Resps	130	✓
	%Col	0.4	
	%Row	100.0	
	Index	100	
Die Burger (Wes Kaap) ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	**152	X
	Resps	50	
	%Col	0.4	
	%Row	100.0	
	Index	100	
The Mercury ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	133	✓
	Resps	114	✓
	%Col	0.3	
	%Row	100.0	
	Index	100	
Business Day ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	*120	X
	Resps	54	
	%Col	0.3	
	%Row	100.0	
	Index	100	
The Herald ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	117	✓
	Resps	127	
	%Col	0.3	
	%Row	100.0	
	Index	100	
Daily News ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	*107	X
	Resps	92	
	%Col	0.3	
	%Row	100.0	
	Index	100	
Pretoria News ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	**92	✓
	Resps	38	
	%Col	0.2	
	%Row	100.0	
	Index	100	
DFA ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	**82	
	Resps	50	
	%Col	0.2	
	%Row	100.0	
	Index	100	
Cape Times ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	**81	
	Resps	50	
	%Col	0.2	
	%Row	100.0	
	Index	100	

Units : 1000

Source : PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

© Telmar Information Services Corp.

Report

Report Date : 5/10/2023

File Name : DHS_Budget Vote 2023.PAMS191.pry

Table : All Respondents

Version : 7.22.84.10

		Totals
The Witness ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000) Resps %Col %Row Index	*77 54 0.2 100.0 100
Volksblad ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000) Resps %Col %Row Index	**75 47 0.2 100.0 100
Cape Argus ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000) Resps %Col %Row Index	**61 44 0.1 100.0 100

Units : 1000

Source :PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

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government communications

Department:
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

Client Name:
Campaign:
Date:
Media Planner:
Job Number:
Contact:

Department of Human Settlements
DHS Budget Vote 2023
2023/05/02
Fortune Bologo
15_2_15_36
Dineo Mamabolo

Media Group	Total Cost Excl VAT	Added Value	Added Value Amount	Placement Rate
Arena Holdings	R 237 720,00	7,00 %	R 16 640,40	R 221 079,60
Brand Edge Media	R 270 006,18	13,00 %	R 35 100,81	R 234 905,37
Advertising Services				
Media 24	R 200 304,00	8,00 %	R 16 024,32	R 184 279,68
Total Print	R 708 030,18	9,57 %	R 67 765,53	R 640 264,65
Total	R 708 030,18	9,57 %	R 67 765,53	R 640 264,65

Total Inc VAT R 736 304,35
Total Saving R 67 765,53

Approval:
Name: N. Zulu
Designation: CD Comms
Date: 3 May 2023
Tel: 012 444 9159

APPROVED FOR PAYMENT
Date Compt/Services
Satisfied fully receipted
Initials & NOCIPHO
Signature: Zulu
Bank: CD Comms
Signature:
Date: 03/05/2023
Approved:

Please note: If this schedule is not approved, signed and submitted within 7 working days of receiving it the quote will no longer be valid. GCIS will not confirm any bookings without receipt of funds from the client department. Delays in signing the schedule and transfer of funds will lead to a delay in the start of the campaign.

Once Funds are received it will take GCIS at least 5 working days to be able to confirm bookings depending on the magnitude and complexity of the campaign. For campaigns that include Out of Home or campaigns that have to be submitted to the Bid Adjudication Committee because the threshold is exceeded the timelines will be longer.

Also note that spots reflected on this quote are subject to availability at the time of booking.



government communications

Department: Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

Client Name: Department of Human Settlements
Campaign: DHS Budget Vote 2023
Media Type: Print

Press	Region	Readership (000)	RateCard	Add Size	Ins	Total Cost Excl VAT	Discount %	Discount Amount	Placement Amount	From	Schedule Performance
Daily Sun	National	2230	R 642,00	39	X	8	1	R 200 304,00	R 16 024,32	R 184 279,68	2023/05/15 - 2023/05/18
IsiOzwe	Eastern Cape	766	R 162,34	39	X	8	1	R 50 650,08	R 6 584,51	R 44 065,57	2023/05/15 - 2023/05/19
Sowetan	National	584	R 440,00	39	X	8	1	R 137 280,00	R 9 609,60	R 127 670,40	2023/05/15 - 2023/05/19
The Star	Gauteng	293	R 477,57	27	X	10	1	R 128 943,90	R 16 762,71	R 112 181,19	2023/05/15 - 2023/05/19
Daily Dispatch	Eastern Cape	147	R 174,00	27	X	10	1	R 46 980,00	R 3 288,60	R 43 691,40	2023/05/15 - 2023/05/19
The Mercury	Kwazulu Natal	139	R 195,69	27	X	10	1	R 52 836,30	R 6 868,72	R 45 967,58	2023/05/15 - 2023/05/19
Herald	Eastern Cape	120	R 198,00	27	X	10	1	R 53 460,00	R 3 742,20	R 49 717,80	2023/05/15 - 2023/05/19
Pretoria News	Gauteng	66	R 139,17	27	X	10	1	R 37 575,90	R 4 884,87	R 32 691,03	2023/05/15 - 2023/05/19
Total		4345	R 2428,77					R 200 304,00	R 67 765,53	R 132 538,47	

Source:

Approval:

Name

Designation

Date

Tel:

N. Zulu

CD. GOMUS

3 May 2023

072 444 9159

Total Saving	R 67 765,53
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Total Inc VAT	R 736 304,35
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20001
RP007BS

BAS
NAT: HUMAN SETTLEMENTS
PAYMENT STUB

DATE: 05/05/2023
TIME: 18:12:33
PAGE 2

CONTACT PERSON : JACOB RAMONYAI
INSTALLATION DESCRIPTION: NAT: HUMAN SETTLEMENTS
LOCATION DESCRIPTION : NAT: HUMAN SETTLEMENTS

CONTACT TEL NO : 0124449262
DISBURSEMENT NO: 001125802
ACTION DATE : 10/05/2023

PAYEE NAME : GOVMENT COMM & INFO SYS MAIN
PAYMENT ADDRESS: PRIVATE BAG X 745
PRETORIA

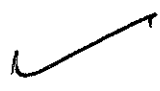
BANK NAME : STANDARD BANK OF SOUTH AFRICA
BANK BRANCH : PRETORIA
ACCOUNT TYPE: CURRENT
ACCOUNT NO : *****9962

0001

SOURCE DOC NUMBER	PURCHASE ORDER NUMBER	PAYMENT NUMBER	FUNCTIONAL AREA	USER	AMOUNT
00140	NOT APPLIC	002437599	AP	MANDISA	736,304.35
				TOTAL	736,304.35

BREAKING NEW GROUND IN HOUSINGBREAKING NEW GROUND IN HOUSING

**** END OF REPORT RP007BS ****



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.



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.



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.



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.



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 influential, business-focused and concerned about anything that would negatively impact the economy and consequently their independence and their net worth.

Live:	Non-metro traditional settlements (63%), 50% non-metro urban informal settlements, Eastern Cape 24%, Limpopo 20%, KZN 18%, Mpumalanga 11%	Metro (63%) and formal (43%) settlements, Gauteng 47%, KZN 47%, Western Cape (45%) and Eastern Cape (45%)	The majority (49%) live in non-metro urban and mainly in formal dwellings, Western Cape 48%, KZN 45%, Mpumalanga 42%, North West 41%	They live in metro areas and mainly in formal dwellings, Gauteng (44%), Western Cape (22%) and KZN (19%).	100% Metro, Gauteng 62%, Western Cape 22%, KZN 9%
Age:	30% are 18-34 yrs, 45% are 35-49 yrs and 14% are older than 50.	34% are 18-34 yrs, 34% are 35-49 yrs old and 14% are 50+ years.	18-34 year olds make up 30%, one-fifth are 35-49 yrs and a fifth are 50 yrs+.	18-34 year olds 31%, 22% are between 35-49 yrs old and 21% are 50 yrs+.	26% are 18-34 yrs old, 25% 35-49 yrs old and 26% are 50 yrs+.
Gender:	Females 52%, males 48%	Females 49%, males 51%	Equal male and female split	Females 51%, males 49%	Female (52%), male (48%)
Race:	94% Black, 5% Coloured	Predominantly Black 90%, Coloured 9%	Black 52%, White 29%, Coloured 15%	Black 54%, 21% Coloured, White 13%	White 51%, Black 34%, and Indian 9%.
Home Language:	93% speak an African language - isiZulu 28%, isiXhosa 17%, Sepedi 15%	Majority speak African languages (87%) - isiZulu 84%, isiXhosa 19%, Sesotho 11%	Largest proportion 56% African (80%) followed by English 20%	English 34%, Afrikaans 22%, isiZulu 20%	Mainly English (47%), Afrikaans (17%) and isiZulu (12%)
Education:	One in ten have not completed high school, 4 in 10 have some high school education, 29% completed matric	40% High school completed and 37% did not complete high school	High Education levels: 86% completed high school, 21% completed higher education.	43% completed high school, 22% did not complete high school and 14% completed higher education.	High education levels: 33% have matric and 38% have higher education
Employment:	High unemployment - about one in ten have full-time employment	High unemployment = 42% are unemployed	29% full-time employment, 12% self-employed, 22% unemployed	27% employed full time, 13% self-employed and 26% unemployed.	43% employed full time, 18% self-employed and 10% unemployed.
Annual household income:	Low income - 45% (R0 - R39 504), 31% (R39 505 - R65 320), and 25% (R65 321 - R138 821)	Low income - 40% (R0 - R39 504), 38% (R39 505 - R65 320), and 42% (R65 321 - R138 821)	Majority (85%) in middle income bracket - R138 822 - R472 501	Middle income - 35% (R138 821 - R237 593), 65% (R237 594 - R472 501)	Upper income - 44% (R472 502 - R616 852), 32% (R616 853 - R798 172), 19% (R798 173 - R1 053 843) and 8% above