

Maps: all the data in one place!

In its most recent presentation, the Marketing Research Foundation (MRF) released the data of the first full year Marketing All Product Survey (Maps) to its subscribers and the media, marketing and advertising industries.



Johann Koster, CEO of MRF

The presentation covered the latest Maps data for the period July 2020 to June 2021 and is the MRF's first full-year data, achieving a weighting efficiency of 74% - a significant indication that the sample design is balanced and safe to apply.

"We're happy to report that we received a lot of positive feedback from the industry after the presentation," says MRF CEO, Johann Koster. "The data and new categories provided many talking points as well as interesting takes on the data - including the concept 'stretch' and 'product repertoire' segmentations presented by Dr Sifiso Falala at the end of the session."

From media to brands, segmentations to self-perception of the consumer, the survey aims to provide answers to many questions asked by marketers. The research is transparent and free of influence from commercial interests - allowing marketers to make informed choices based on data generated by the input of their questions. "This offers a major differentiation to other surveys where the subscribers have input into the questions asked of the respondents," confirms Koster.



Maps latest data now available

30 Jun 2021



A presented segment in the Maps data included 'multiplatform behaviour'. Media is not consumed individually, and consumers engage in secondary activities at the same time. For example, the data shows that while watching TV, 43% of

the respondents are engaged with social media and 21% simultaneously listen to the radio. On the flip side, while engaged with social media, 41% are also watching TV while 32% are also listening to the radio.

The data indicates that there is a 96% cellphone penetration with an average of 3.8 phones per household. Vodacom is the most used cellular network and Samsung, by a large margin, is the top cellphone brand.

In terms of financial services, 69.2% of the population uses a bank. The most used financial institution, by a very large margin, is Capitec at 36% with an average client age of 33. The four big-name banks range from 8% to 6% usage with higher-than-average ages of 39 to 43. Maps also shows that 4.6m people participate in stokvels with an average contribution of R710 per month.



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While there are many more examples that can be shared, the survey highlights brand data in many categories that include vehicles, clothing and shoes, cosmetics, alcohol, malls, fast food, consumer purchasing behaviours and brand loyalty.

The full presentation and recording can be downloaded or viewed on the MRF's [website](#).

“This is single-source data at its best, all the demographic, intermedia, behavioural, product and brand data, in one survey and all in one place,” concludes Koster. “We look forward to discussing any requirements or needs that marketers may require, assisting with multi-product/brand usage and multi-media information that reflects the totality and complexity of the South African society.”

For additional information on Maps, go [here](#).

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