

ZAMPS FINAL 2017 was presented at CRESTA LODGE, Harare, on the 20th February 2018.



More than 200 delegates attended the ZAMPS presentation.



Mr Patson Gasura, seeing some of the delegates at ZAMPS presentation.

We would like to thank those who have taken their time to attend the ZAMPS final 2017 presentation held on the 20th February at Cresta Lodge.

We would be happy to hear your feedback on the presentation. If you can please answer the three questions below so that we may gauge our service to you.

- (1) Were you happy with the results presentation?
- (2) Please give reason why you were happy or not?
- (3) Should ZARF conduct an introductory course on ZAMPS would you be interested in attending?

ZAMPS II 2017 DATA RELEASED

Customised analysis is strongly recommended for full value

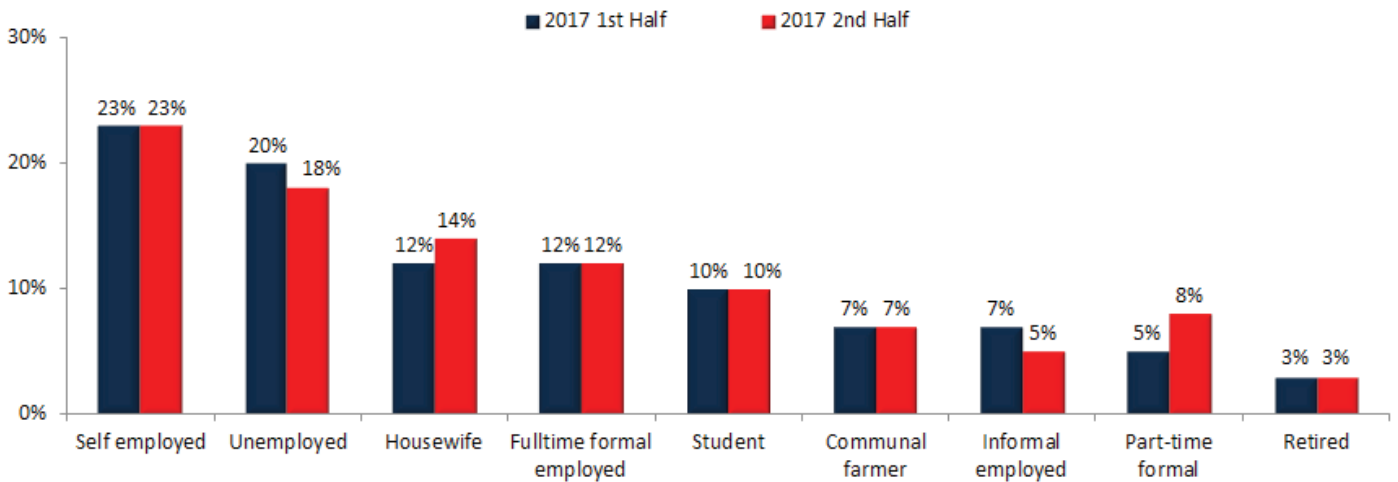
Topline Research Solutions (TRS), presented the second Zimbabwe All Media and Products Survey (ZAMPS) to a capacity crowd at Cresta Lodge in Harare on 22 February 2018. This marks the 20th

consecutive year that the Zimbabwe Advertising Research Foundation (ZARF) has commissioned independent market research into what Zimbabweans over 15 years read, watch, listen to—and buy.



3.4.0 MAIN OCCUPATION

Zimbabwe is largely a self-propelled people environment



Q2: What is your main occupation?



Funded by a 1.5% levy on all advertising, ZAMPS is the industry standard for advertising and media planning: consequently the biannual data release is a hotly anticipated event, with media houses and product lines vying for top position. However with effective analytical tools all organisations find that they are number one somewhere. Further mining of the data is advisable for value.

What delegates saw at the presentation is merely the tip of the iceberg and therefore extra in-house analysis is recommended to get full context of the results. ZAMPS is a market sizing survey which segments target markets by income, age, region, preferences and media habits.

“Many people simply photograph the slides at the presentation and use these to draw up media plans for clients,” said Colin Moxham, executive chairman of ZARF. “As it is the advertisers who actually pay for the research, this lack of professionalism is not fair on them, which is why we have developed two levels of training, one to explain what ZAMPS is and the diploma course on how to use it fully and effectively.”

ZIMBABWE DEMOGRAPHICS

From the national survey which sampled 1,500 households some of the facts are:

- 23% of adults are self-employed and this varies by province. The self-employment trend, Patson Gasura, TRS’s Customer Happiness Director, said is not all voluntary but a result of the lack of formal employment.
- 53% of adults earn less than \$100 a month.
- The commonest source of income is family members (28%) followed by own business at 24%. Zimbabweans maintain strong family ties.

WHAT DO PEOPLE CONSUME?

By design, ZAMPS is quantitative and not qualitative research. Being everything to everyone, the survey asks for products & services, from a pre-determined list, that Zimbabweans use. Below are some of the facts on product usage.

- 93% of adult Zimbabweans eat sweets. 79% chew gum and eat crisps.
- 80% eat yogurt.

- 98% of us drink tea, 79% coffee and 93% drink fizzy drinks.
- 97% eat peanut butter. 95% buy eggs. 87% like sour milk.
- 64% buy clothes in flea markets.

Whilst commendable, it is not practical to elicit for reasons for what is used as the product list is already long and the interview already about one hour long. Apart from qualitative insights, there have also been requests to include brands in ZAMPS but due to questionnaire length reasons, the focus is currently at category level, by and large. However this is an opportunity ZARF will explore and be happy to consider, funding permitting.

KWESÉ TV EMERGES IN TELEVISION WITH A BANG

While viewership of ZBC TV increased by 3% in the period under review and is now watched by 46% against 39% of who prefer DStv, the remarkable finding in this ZAMPS is the phenomenal growth of Kwesé TV. When ZAMPS I interviews took place in March 2018, the new channel had not been launched: now it has captured 4% of the Zimbabwe market and 11% of Harare viewers. Key drivers of television viewing are news and local drama. The most dramatic movement was on observed on viewership of BBC which now stands at 13% of the target population, up from 4% in March 2017.

RADIO ZIMBABWE MAINTAINS LEADERSHIP

There are three peak periods for radio listenership: at 06.30, around lunchtime and between 6.00 and 9.00 pm. This contrasts with television, when there is a single peak from 7.30 pm to 9.00 pm.

- 76% listen to the radio and Radio Zimbabwe leads at 41% penetration.
- Star FM is the next favourite, at 31% overall penetration.
- ZiFM Stereo is the fastest growing national station, and leader in LSMs 14+.
- Community radio stations are making significant inroads in their regions.



ZAMPS DATA FINAL 2017 IS AVAILABLE!



ORDER YOURS TODAY!

For enquiries about insights highlighted in this newsletter of feedback please contact:

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