MARKETING RESEARCH FOUNDATION

MAPS Newsletter

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October is here and so is the heat! It seems that we completely bypassed spring and went straight into summer.

It's not only the weather that's hot this month. After taking the bold step, considering that MAPS is such a relatively young survey, to audit MAPS and all underlying processes, procedures and protocols, we're pleased to say that the survey passed the audit with flying colours (more on that later in the newsletter).

MAPS Update

The release of data for the April 2021 to March 2022 fieldwork period was released at the beginning of September 2022. The next release was planned for the end of October but in all likelihood, there will be a delay due to the implementation of adjustments stemming from the audit. We will confirm a new release date, but it should not be later than the end of November.

Speaking of the audit, according to auditors 3M3A, MAPS data is of a "high standard", healthy and in a good place. This is great news for us, but there are, of course, areas where MAPS can improve, and the auditors have been clear in what those are.

In a nutshell, the feedback and comments received include:

- Plus94 are doing a good job.
- Overall, the processes and controls meet global standards across all areas.
- From a field perspective, there is generally a good level of compliance in terms of interviewing at the randomly selected sample points.
- The GIS (Geographic Information System) system is implemented at a high standard.
- The Quality Control checks are in place and well documented.
- The fusion process is working well and of high standard.
- The security protocols are of good standard and are compliant with regulations.

We are currently analysing and testing the technical adjustments that are required, particularly those that effect the design and weighting of the data. Once these are ready, recommendations will be made to our Research Committee for final implementation.

The development of a new segmentation model has been going well with the assistance of the Bureau for Market Research. The input we received during the industry workshops and presentations, earlier in the year, have been taken on board and the model adjusted accordingly. We have completed the internal testing of the model and it is stable and doing the job well. However, the proof will be in how it performs in the hands of MAPS users. As such, we will set up small trial group to put it through its paces for a while. The outcome of this trial will inform whether further adjustments are needed and then be made available to all MAPS users.

To conclude

We and our research partner Plus94 Research have taken the recommendations by auditors 3M3A on board. The plan, set to be implemented to coincide with the next data release, will be driven by the MRF's Research Committee and Advisory Council, both consisting of industry experts.

This process has been an invaluable learning experience to the entire team working extremely hard at delivering MAPS.

Our subscribers are reminded to follow and like our MRF social media platforms and to encourage your agencies to do the same.

Until next month!

Connect with us or drop us an email at mrf@mrfsa.co.za

Johann Koster, MRF CEO

