MAPS Methodology Presentation

Presented by

Sifiso Falala

Plus 94 Research CEO

Who is Plus 94 Research?

Company Profile

Plus 94 Research was founded in 1998 by its main shareholders, Sifiso Falala and Tirhani Mabunda, and has since grown to become a world-class and full-service market research company.

Plus 94 Research is a multiple service multi-platform research firm founded on dynamism, innovation and integrity. The name Plus 94 Research which means after 1994 represents its underlying progressiveness and patriotism.

Sifiso Falala

Tirhani Mabunda

What gives Plus 94 the edge?

Plus 94 Research

Plus 94 Research continues to conduct research and development work as part of an on-going service to our clients. We are positioned as a young, dynamic and innovative post-apartheid organisation that is committed to world-class practices in the delivery of quality market research solutions to our clients. We deliver actionable market research solutions to our clients, achieved through uncompromising professionalism, commitment, and integrity.

These are some of the attributes that give us the edge in helping our clients take strategic future decisions with greater degrees of confidence:

01 A multidisciplinary team of qualified experts

02 Many years of experience in handling complex projects

03 An unbeatable empowerment record

04 Global best practice

05 Expertly designed research surveys

06 Dedicated team players who work with the client every step of the project

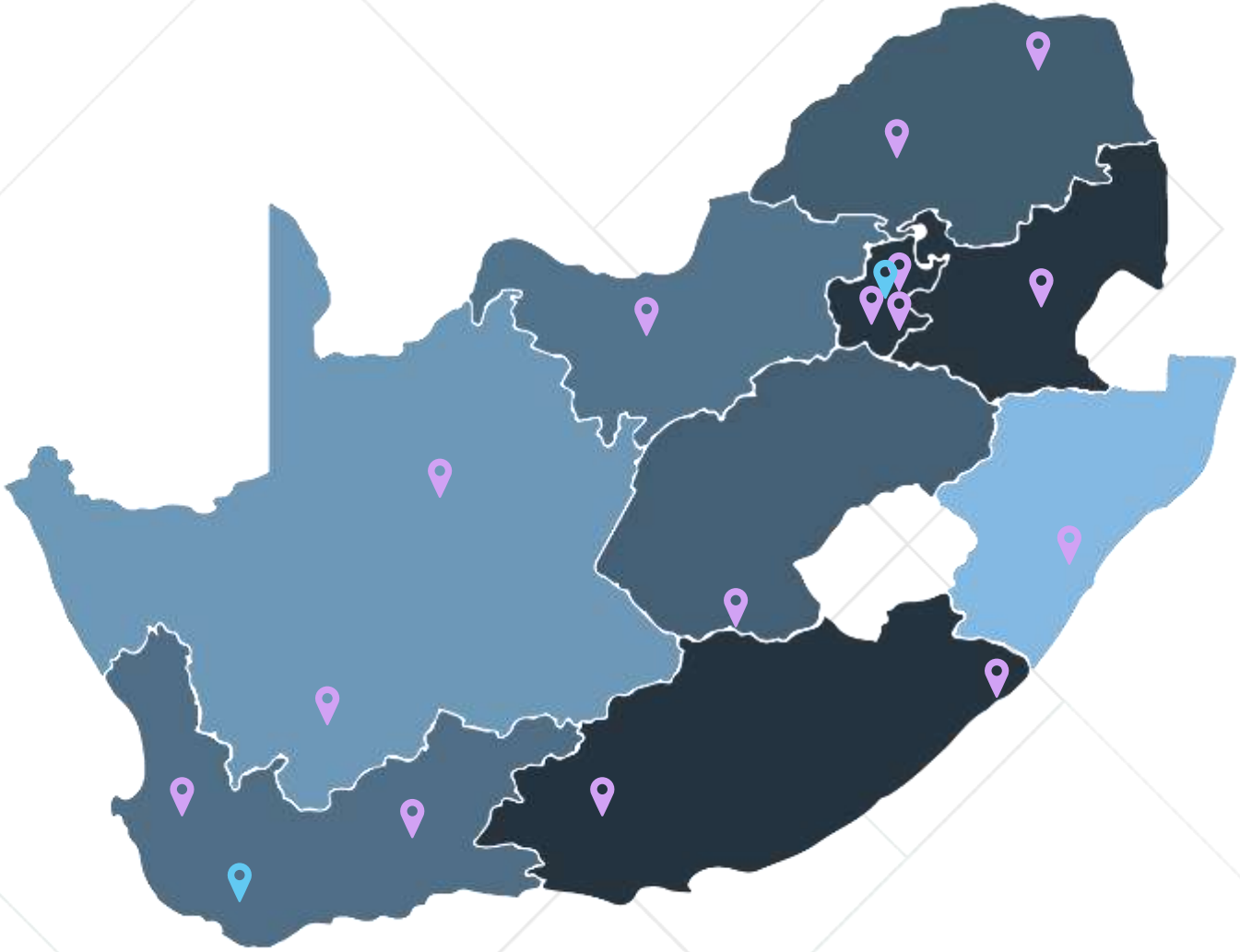
07 Strategic insights and value addition

08 Personal and professional integrity

Research Capacity

Plus 94 Research has a demonstrable monthly capacity to handle 30 000 face-to-face surveys nationally and another 30 000 telephonically.

- **150+** Research Professionals
- **1000+** Field Workers
- **100+** Data processing/Editing/Coding



Plus 94 Satellite offices Plus 94 offices

Previous Experience

Financial Household Survey (National sample of **2 500** biannually)

Afrobarometer Project (Nationally representative survey with a sample of 2 400)

Domestic Survey (National sample of **24 000** per annum)

Gauteng Poll (Sample of **15 240** conducted only in the Gauteng province)

Top Companies Reputation Index (National sample of **2 500 annually**)

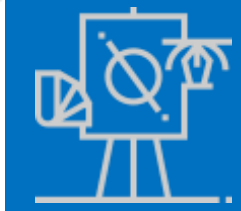
Departure Survey (Annual sample of 57 600 at two international airports and 12 land border posts)

Methodology for MAPS

Research Objectives

The focus of the MAPS research is on consumer behaviour, but has been expressed broadly as surveys, investigations and reports to allow for the best methods of collecting and reporting the information to be considered, with a view to establishing:

Consumption behaviour, relating to purchase, usage and ownership of products, services and brands.



Comprehensive characteristics of users of products, services, brands and media that can be used for segmentation development, and defining a multitude of target groups, including living standards (LSM's), lifestyles and psychographics.

The usage of media (audience sizes and wide ranging characteristics, including detailed demographics).

Research Universe

Province	Adult Population (15 years+)	% of Population
Gauteng	11 063 305	27%
KwaZulu-Natal	7 214 054	17%
Eastern Cape	5 332 789	13%
Weastern Cape	5 162 949	12%
Limpopo	3 870 001	9%
Mpumalanga	2 977 706	7%
North West	2 967 742	7%
Free State	2 292 291	5%
Northern Cape	861 747	2%
Total	41 742 584	100%

Age: 15 years of age and older

Gender: Both males and females

Race: All racial groups

Area: National, all 9 provinces

Stats SA Community Survey 2016

Sample Size

Month	Face-to-Face Sample	Paper Diary Sample	Electronic Diary Sample	Total
March	1 100	120	480	1 700
April	2 200	220	880	3 330
May	2 100	200	800	3 100
June	2 100	200	800	3 100
July	2 100	210	840	3 150
August	2 100	210	840	3 150
September	2 100	210	840	3 150
October	2 100	210	840	3 150
November	2 100	210	840	3 150
December	2 100	210	840	3 150
Total	20 000	2 000	8 000	30 000

Methodology Overview

Lifestyle and Segmentation

- Qualitative research to validate attributes
- Quantitative research biannually (TAPI)

Products and Brands

- Quantitative brand audit and recall
- Online electronic MAPS Activity Journal (leave behind gadget)

Media Repertoire

- Online electronic MAPS Activity Journal (leave behind Gadget)

The online MAPS Activity Journal will be made up of respondents recruited from the main quantitative survey. It will consist of a revolving panel replaced each time a new wave of the bi-annual study is conducted.

Plus 94 Research aims to be able to recruit and retain 10% of the main sample to form part of the online panel.

The Lifestyle Probe Grid

The Lifestyle Probe Grid will be used as a tool to probe discretionary and compulsory activities perceived by consumers.

Occupation

Family life

Purchasing Behaviour

Recreational activities

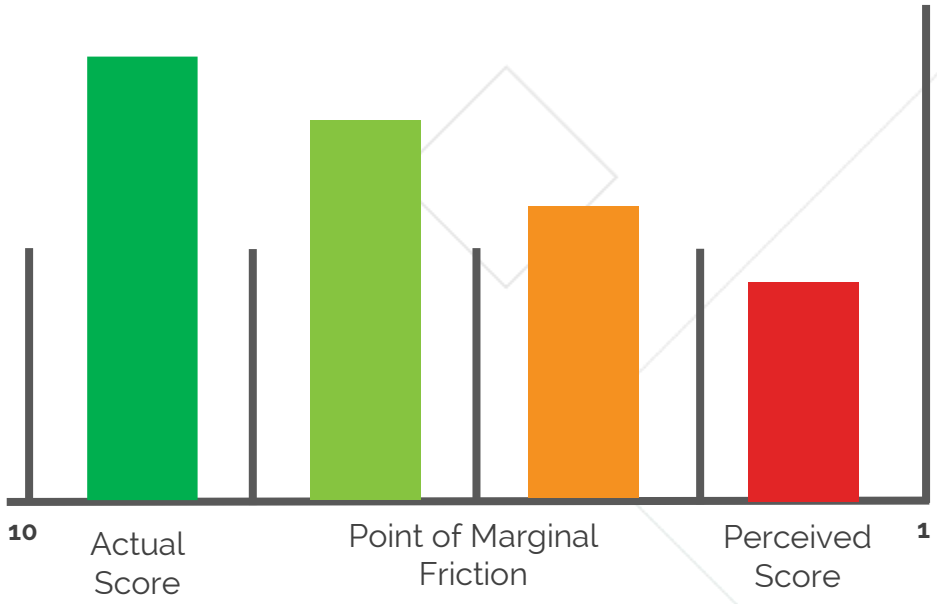
Demographics

Frequency

Category of Importance	All the time	As often as possible	Rarely/ Never
Must do			
Love to do but not critical necessity			
Luxury			

Segmentation

Respondents will be asked to rate the level at which they view their status in order to compare with the derived LSM segments. The position at which the respondents view their status versus the actual status is critical in determining the behaviour of such consumers.



- Consumers who rate themselves as above or equal to the actual score
- Consumers who rate themselves as between the actual score and point of marginal friction.
- Consumers who rate themselves below the point of marginal friction and above their perceived score.
- Consumers that rate themselves as performing below their perceived score.
- The point of marginal friction is the mid-point between the actual score and the perceived score.

$$\text{Point of Marginal Friction} = \frac{\text{Actual Score} + \text{Perceived Score}}{2}$$

Segmentation

The questionnaire will be designed to cover all classification variables that will be required to segment the respondents. Almost any demographic, geographic, psychographic or behavioural variable can be used to classify respondents into the different segments. Plus 94 will use multiple techniques, which will be tested before selecting the "best" solution as segmentation studies generally require the use of two or more methodologies to produce the best results. There are 3 categories of analytical techniques that will be applied by Plus 94 to segment the universe:

Data Preparation	Data Analysis	Classification
Factor analysis	**Cluster Analysis**	**Discriminant Analysis**

Interviewing Practicalities

Plus 94 Research has a reservoir of interviewers on call nationally who are well experienced in conducting interviews. Plus 94 possesses the technology required to conduct the interviews using TAPI which include:

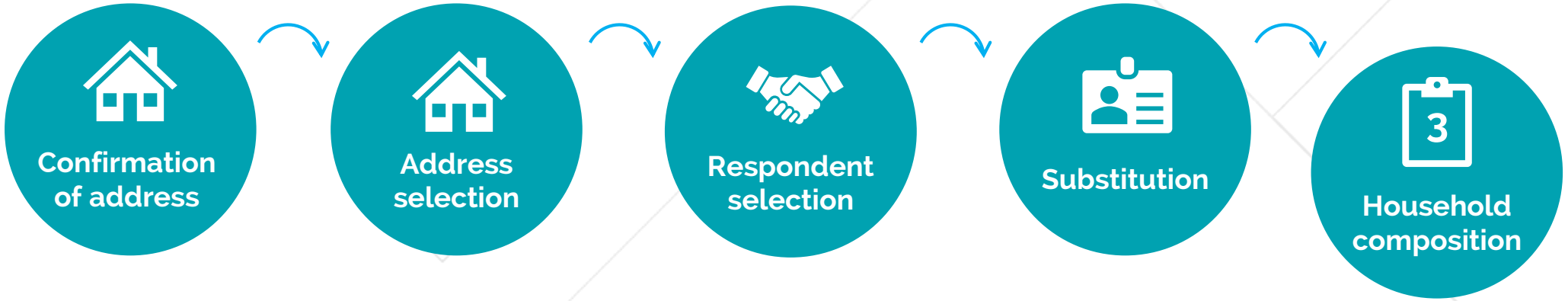
- 600 tablets invested in for data collection;
- Power banks for each tablet;
- Global Positioning System (GPS);
- Internet connectivity for syncing data;
- A voice recording system;
- Development of a database for coding and editing data as interviews are being completed in field;
- High quality script with built in checks for consistency;
- Software to take photographs after completing each interview if the respondents are willing; and
- The introduction of mobile telephone "locate me" facility to trace the movement of interviewers.

Interviewer's dress code

Plus 94 has a fleet of field vehicles which will be used to access the different communities for data collection.

Back checking

Back-checking shall include, inter alia:



- At least **20% of interviews will be back-checked**. This rule also applies to the work of each individual interviewer to ensure that all interviewers are working to an acceptable standard. Back-checks will be done telephonically (where the respondent has a telephone or cell phone) but approximately **4% will be done by personal visits** to respondents.

- Back-checks will be done as quickly as possible after the completion of all selected interviews, and no later than one week after receipt of the selected questionnaires. Where any element of an interviewer's work is suspicious, 100% of his/her work shall be checked.

Survey Related Training

The figure below summarises the process of training interviewers, which will be conducted before fieldwork commences.

Stage 1	Training	• Plus 94 operations are benchmarked on high fieldwork standards through thorough training. • The Project manager will first of all brief and train the internal team about the project so that they understand the objectives of the study and how the study is to be approached. • Interviewers are trained by the project manager. Some of the interviewers will be trained in one season at a central venue.
Stage 2	Role Plays	• After the project manager has trained the interviewers, the interviewers are expected to do role plays where they interview each other in order to assess if they have in deed understood the questionnaire. • The project team will assess if there are areas that need more attention that seem not to be clear from the role plays. • Each interviewer will be expected to do a written test to assess their understanding of the questionnaire.
Stage 3	Implementation	• Upon finalisation of the questionnaire, the interviewers will be allocated their questionnaires and will be ready to start.

Areas interviewers will be trained on:

- **Administering Questionnaire**
- **Respondent selection (Kish Grid)**
- **Household selection**
- **Substitution**
- **Exposure to script & simultaneous interviewing and recording**

Data Management

The data gathered in this survey will be analysed by trained statisticians and individuals with a long history and vast experience in data analysis. Softcopy and Plus 94 DP will be responsible for this process.

STEP 1 **Editing**

- ✓ Structure checks
- ✓ Range edits
- ✓ Sequencing checks
- ✓ Duplication and omission checks
- ✓ Logic edits

STEP 2 **Coding**

Coding frame is designed for all open-ended questions

STEP 3 **Data Cleaning**

Perform different analysis and logic checks.

STEP 4 **Analysis & Tabulation**

- ✓ DP Manager runs a comprehensive set of quality checks.
- ✓ Use automated sets

The Question of Multiple Data Sources and Multiple Collection Platforms

The age of single source data collection by one method is in the past. With various consumer data engines such as the proposed MAPS, Establishment Survey, TAMS, RAMS and TGI, the question of overlap is now superfluous.

It goes without saying that by and large the quest for consumer understanding will result in similar respondent profiles, questions and modes of collecting data.

This serves to enrich and expand the data pool, with the nuances of each survey being a sufficient justification of the broadened view of the consumer space and the accompanying costs.

It stands to reason as part of our proposal that the one size fits all phenomenon is obsolete and will not apply in the future. Data collated from various sources, using a multiplicity of platforms will become the norm, and therefore data integration through fusion is of the utmost importance.

Plus 94 therefore envisages a situation where the MAPS survey will also serve as a node for connecting with other data sets to extend consumer understanding. Our data analysts will be able to create the nodal points used to connect surveys, and to determine fusion hooks with a view of extending user convenience.

DigiTill Project

- The DigiTill project is a new initiative by Plus 94 Research.
- It involves the capturing and recording of data about day to day items purchased by multiple households, falling under varying income brackets and located in different geographical areas.
- The data recording is conducted using the product wrappers of all items purchased and then scanning the barcode thereof using the Plus 94 DigiTill mobile App.
- The App is available on google Play store for android devices and App store for devices running iOS.
- To date, Plus 94 Research has captured almost 40 000 household items into its database.

Project Management

The MAPS Survey Project Team

Sifiso Falala
Technical Advisor

Sifiso has previously been involved in large face-to-face in-home studies and has more than 24 years of experience in heading projects of this nature.

Lomanja Malaba
Project Manager

Lomanja has been in the market research industry since 2003

Farirai Moyo
Project Manager

Fairai has been working as a statistician since 2006.

Sunny Zondo
Field Director

Sunny has more than 10 years of experience in managing fieldwork

Mthobisi Ncube
Field Manager

Mthobisi has more than 10 years of experience in managing fieldwork.

George Morrison
I.T Manager

George has been responsible for developing technology at Plus 94 Research, including the introduction of CAPI/TAPI.

Rafal Pasich
Technical Director

Rafal has been working with data for more than 25 years.

Steven Mugeri
DP Manager

Steven has been in data processing for more than 15 years and has experience in managing national surveys of this nature.

Jason Mudau
Data Risk and Contingency Manager

Jason is a Research and Development Executive with a background in programming, applied mathematics and statistics.

Nicola Baird
Project Communication

Nicola is experienced in media relations and client liaison

Bekhithemba Nzimande
Field Data Quality Sample Check

Rafal has been working with data for more than 25 years.

Sibusiso Benya
IT Manager

Steven has been in data processing for more than 15 years and has experience in managing national surveys of this nature.

Sabelo Ngobese
Online Electronic MAPS Activity Journal Management

Sabelo has more than 8 years experience as a developer and programmer.

Joy Chidawanyika
Human Resources Manager

Joy has experience in recruiting the best individuals for the project.

Prof Khangelani Zuma
Sampling Advisor

Khangelani is the Executive Director of Social Aspect of Public Health at the HSRC and will be consulting on the sampling and weighting for MAPS.

Fieldwork Plan

1st Quarter Fieldwork Plan	
Field Briefing Sessions	11th – 12th of March onwards
Fieldwork commencement	24th of March
MAPS Launch	26th of March
1st wave of fieldwork: Sample of 1 100	16th – 31st of March
2nd wave of fieldwork: Sample of 2 200	1st – 30th of April
3rd wave of fieldwork: Sample of 2 100	1st – 31st of May

Thank You