

Adding data to establishment survey

The establishment survey (ES) now provides a tool for cross comparison of research from different media types. It integrates the data commissioned by the BRC (Broadcast Research Council): Tams (Televisions Audience Measurement Survey), Ram (Radio Audience Measurement) and PRC (Print Research Council): Pams (Print Audience Measurement Survey).



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It replaces Amps (All Media Product Survey) but it does not provide brand data, which is seen by some marketers as an omission. This can be complemented through the Target Group Index (TGI) research from Ask Afrika Group. It is harmonised with 70 global markets and has various integrated software modules, offering insights into demographics, behaviour, product and brand use and attitudes.

There will be no other nationally representative study, including brands on which to 'trend' brand profiles and growth, until the second or third year of the Masa/Newco Products and Brands Survey.

The initial Masa/Newco Products and Brands research will need to be 'tested' against subsequent fieldwork periods post its envisaged initial 2018 release. There will be no trends available until 2019 and this will be a single year-on-year (YOY) picture. In these challenging and competitive economic times, marketers can't afford to be without insights from the Amps 2015 to the 2019 release of Products & Brand data. TGI could play a significant role, valid for a majority of urban-based brands, for the next two to three years.

The ES establishes the overall South African media landscape across media platforms and TGI describes the lifestyle of consumers within the media landscape by means of product and brand usage, psychographics, lifestyle and attitudinal information.

“TGI is used by 66% of the top 50 marketers and 63% the top 50 media owners. It has six times more products and brands measured than Amps, as well as global psychographics section, which clients find useful,” says Maria Petousis, TGI director at Ask Afrika.

Methodology

TGI’s universe is all South Africans aged 15 and older, residing in communities of over 8,000, where the ES includes all communities in South Africa. In 2017, TGI changed from a single-source methodology to a chunked methodology with a fusion component after data collection, to improve the research experience for respondents and the data quality for TGI subscribers – respondent fatigue has been avoided.

“TGI has a disproportionate sample to ensure optimal allocation when the strata (eg. provinces, race groups) differ in size. One needs to ensure optimal sample sizes to get better precision for the smaller strata. Thus, we boost smaller groups for precision. Proportional allocation does not necessarily give optimal allocation. Its weighting efficiency is an indication of having an optimal allocation with a minimal impact on the proportions. The weight efficiency industry norm is between 77.8% and 100%, however there is a weighting efficiency of 97% in the previous TGI2016C release. This indicates that the TGI sample is robust and representative of the population,” concludes Petousis.

For more information, click [here](#).

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