ZARF NEWS

January 2017

ZARF
ZIMBABWE ADVERTISING RESEARCH FOUNDATION

ZIMBABWE'S KEY MARKETING TOOL

The results of the final 2016 market research into what Zimbabwean adults read, watch, listen to and buy was released in Harare on January 24 and, for the first time in many years, in Bulawayo on January 26.

The eagerly awaited Zimbabwe All Media and Products' survey is the key to successful media planning for advertising. It enables marketers to segment their market by age, income and where they reside and then shows what advertising reaches them.

With over 1 million facts on the CD, marketing managers and directors can now target their message in a measurable manner. As Shepherd Kusada, chairman of the Zimbabwe Advertising Research's technical committee, which oversees the independent research, said at the presentation, no company should accept a media plan that does not feature ZAMPS' data to validate expenditure on advertising.

Introducing the second ZAMPS data for 2016, Madala Moxham, as Colin Moxham, ZARF's executive chairman described himself at the presentation,

this is the 20th year that the foundation, which has wide representation from the media, advertising and marketing industries in Zimbabwe, has conducted major, independent research into media and products.

"This presentation is just the tip of the iceberg," he said. "We look at the broad outlines and what has changed: when you are producing a media plan you want to look at the detail, to find out the income of 15-25 year olds living in Harare's high density suburbs, what they spend it on and how to reach them through media.

"In the past, advertising agencies have used material from the presentation to validate their media plans—we see them photographing our presentations for this reason. Marketing directors should demand more targeted information, linked to their particular products and services. It's all there on the CD and we offer training at two levels each month to help people understand how to access all the data. Check our website, www.zarf.co.zw for the next ones."

Kusada pointed out that ZAMPS' research is done using an international standard questionnaire, making it comparable with similar research throughout Africa. "We have ancillary questions that our marketers have requested we include, such as which NGO programmes are most effective, who uses which mobile phone operator, bank or insurance company, but the structure is sufficiently similar for global companies to be able to draw up factual, Africa-wide media plans."

FIRST NATIONAL ZAMPS SURVEY FOR 2016

Senior representatives of marketing departments, media houses and advertising agencies crowded into Conquenar Hall in Eastlea and the NUST auditorium in Bulawayo to find out what Zimbabweans are seeing, hearing, watching and buying.

The Chronicle, Bulawayo's daily paper, achieved the fastest readership (not circulation) increase of any daily, leaping a remarkable 8%. All dailies increased their readership, with The Herald remaining the flagship with 31% of the 53% of adult Zimbabweans who read a daily paper choosing it. Clustered together are

H. Metro with 20% of the market, Daily News with 19% and NewsDay at 18%, all having shown greater growth than The Herald.

MOST POPULAR SECTIONS BY PAPER

QC3: Which ONE section of the publication are you most drawn to……….?

	LOCAL NEWS		SPORTS		ENTERTAINMENT		BUSINESS		REGIONAL		CLASSIFIEDS		INTERNATIONAL	
	2014	2016	2014	2016	2014	2016	2014	2016	2014	2016	2014	2016	2014	2016
Dailynews	49%	73%	21%	12%	9%	3%	10%	6%	5%	4%	4%	1%	3%	1%
H-Metro	44%	60%	15%	7%	35%	31%	3%	-	2%	1%	1%	-	-	-
Newsday	51%	69%	17%	13%	10%	4%	10%	6%	5%	7%	3%	-	3%	1%
The Chronicle	46%	65%	26%	14%	9%	6%	8%	8%	4%	5%	4%	2%	3%	1%
The Herald	38%	62%	26%	18%	12%	5%	12%	8%	3%	4%	6%	3%	2%	-

POPULAR PARTS OF THE WEEKLY PRESS

WEEKLIES section most drawn to

	Local News		Regional News		Business News		Entertainment		Sports		Classifieds	
	2014	2016	2014	2016	2014	2016	2014	2016	2014	2016	2014	2016
The Sunday Mail	41%	46%	4%	2%	13%	14%	16%	9%	24%	14%	7%	14%
B-Metro	63%	61%	4%	4%	1%	2%	21%	27%	11%	6%	-	-
Kwayedza	67%	78%	2%	2%	2%	1%	22%	16%	7%	2%	-	1%
Manica Post	62%	74%	2%	3%	4%	1%	14%	9%	12%	10%	1%	2%
Sunday News	37%	50%	6%	12%	8%	11%	15%	4%	24%	13%	1%	7%
The Standard	49%	60%	10%	8%	16%	13%	5%	3%	11%	8%	-	7%
Financial Gazette	34%	37%	8%	4%	47%	58%	4%	2%	2%	-	-	-
Zimbabwe Independent	56%	85%	10%	5%	15%	7%	2%	-	7%	2%	-	2%
Daily News on Sunday	58%	61%	3%	10%	9%	16%	8%	-	17%	8%	-	4%
The Zimbabwean	60%	84%	10%	-	15%	3%	4%	3%	6%	3%	-	-

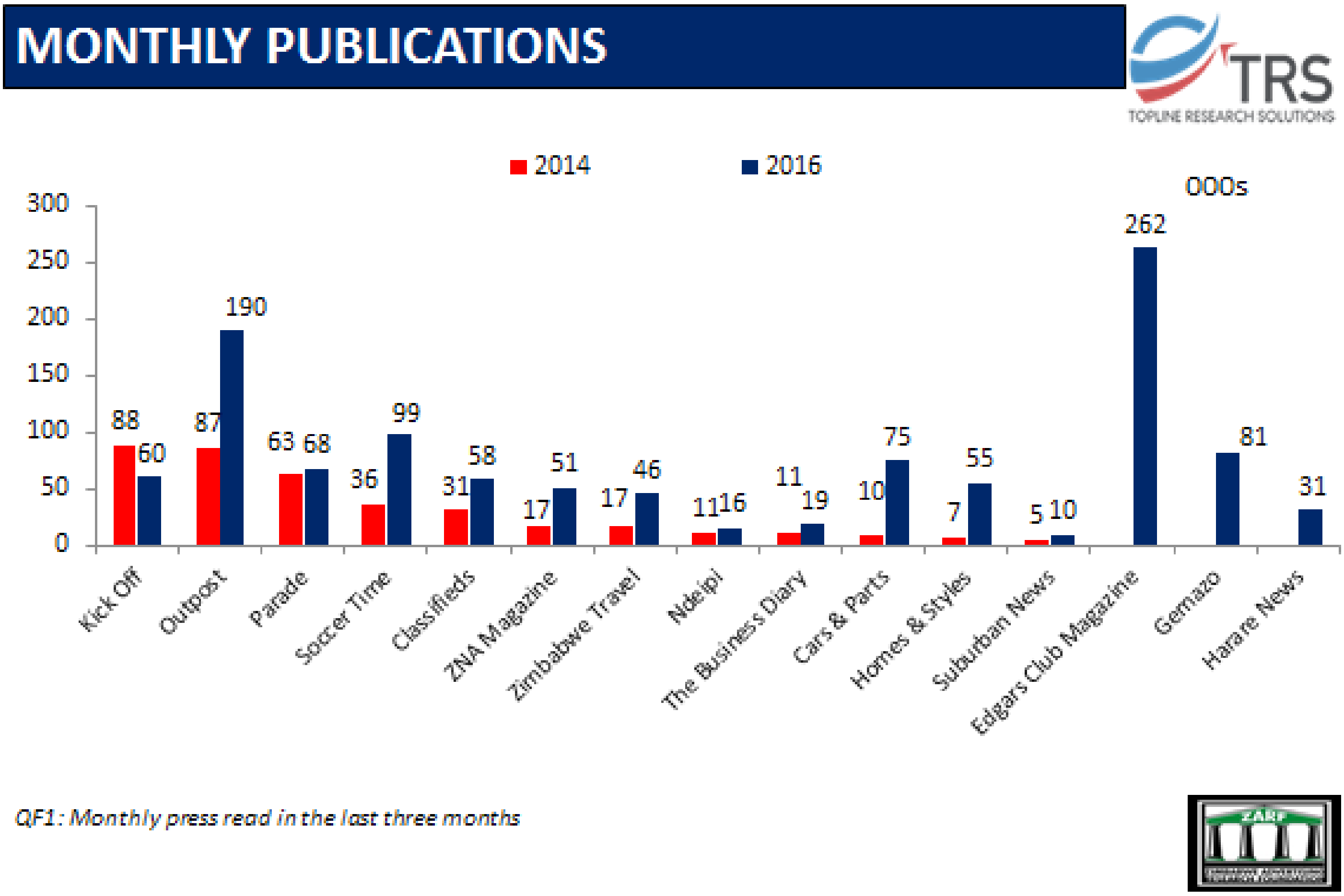
Local news is the most popular section, but it shrank from 85% in the last national survey to 74%. It is followed by sport, down at 20% from 43% and entertainment at 18% compared with 29% in the comparable ZAMPS.

The Daily News has the highest readership for local information, followed by NewsDay, 4 percentage points behind it

NewsDay is seen as the best source of regional news, followed by The Chronicle, while H. Metro leads the way for entertainment.

National readership of all weeklies has increased, except for Financial Gazette which, however, is seen as the most trusted source of business news. The pathfinder, Sunday Mail, increased its readership from 19% to 27%, followed by Kwayedza, up to 15% from 4% and the Manica Post, whose readership doubled in the period under review. Papers other than the Sunday Mail, however, were more popular in the segmented sections. The Sunday News is the second most popular Sunday paper overall. Interest in the various sections of weekly papers dropped across the board, while readership of any weekly rose from 31% to 51%. Turning to monthly publications, the two "free" ones come out top. Edgars Club, included for the first time, has a national readership of 262,000 and Outpost attracts 190,000 readers. Next is Soccer Time, with 99,000 readers, Cars and Parts with 75,000 and Classified with 58,000.

ACTUAL READERSHIP OF MONTHLY PUBLICATIONS.



Readership of quarterly magazines dropped, with the exception of Zimbabwe Tobacco Today, the only farming magazine with any profile on ZAMPS, whose readership trebled. Newcomer, Gospel, had 4,000 readers.

Turning to electronic media, viewership of all channels increased but fewer people watch DVDs. Satellite channels attract 71% of the viewing public, followed by ZBC's TV1 with 62%. DSTV subscriptions have leapt to 61% of people with TV; up from 20% and 21% now view free to air, up from 11%.

There are fewer people watching during the day.

News hour, surprisingly in view of world trends, is far and away the most popular TV programme, attracting 58% of viewers, up from 23% in the last national survey, which was in 2014. Muchaneta, a new programme, is the second most popular, with 34% of viewers. Evergreen Mai Chisamba has dropped to 6% of the market, while Woza Friday has doubled its viewership to 17%.

Radio Zimbabwe remains king of the airways with 43% of listeners, up from 40%. Both Star FM and ZiFM Stereo have almost doubled their listenership and newcomer, Diamond, broadcasting in Manicaland, has captured 8% of the population. Other new stations, Yaa FM and Hevol FM have 6% and 3% respectively.

While media planners need to understand what sections of the media are popular and who accesses them, the wealth or otherwise of Zimbabweans is another key factor. The latest ZAMPS survey reports a marginal improvement in the incomes of people falling into LSMs 12-17.

This, however, is not borne out by users of fast moving consumer goods. Sales of all of them, except cooking oil, have shrunk.

POSITIVITY

For EVERYONE OF US, IS THE PASSWORD TO AN IMPROVED FUTURE IN 2017 AND BEYOND.

Do not listen to NEGATIVE- comments or rumours.
THE OXFORD DICTIONARY GOES TO GREAT LENGTHS TO DESCRIBE POSITIVITY.

How are some of the very many explanations of the word –?
Definitely, Absolutely, Unquestionably, Certainly, Emphatically, Categorically, Indisputably.

PICK your word any of them and make it YOUR byword for 2017 and the future for ALL OF US.

TOGETHER WE CAN / WE WILL LOOK FORWARD.
DIVIDED, WE WILL FALL, IT'S UP TO YOU.

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