

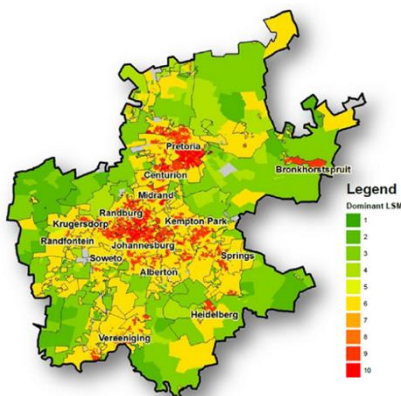


GeoMAPS

Geocoded MAPS data

Overview

We are living in a world where understanding location and how the consumer is related to that location is critical to all strategic decision making. GeoMAPS places data into a geographic context, using location to add a visual dimension to consumer data, empowering you to visually pick up on trends and patterns at a neighbourhood level. GeoMAPS helps marketers understand their brand market and consumer purchasing behaviour, to develop targeted advertising, marketing and communication strategies. It uses a quantitative method to accurately map survey data to local areas and a qualitative method to rapidly map and view the results of survey data for quality & research purposes.



Features	Benefits
Profile your consumer segments in detail	Target the right audience, in the right areas, using the right media.
A detailed view of consumer data down to the neighbourhood level.	Grow market share and make strategic decisions more accurately
Profile existing customers through their preferred brands	Target new consumers with similar needs and behaviours
Accurately profile consumers at a neighbourhood level	Maximise ROI by market spend in the most profitable geographic areas
Data released on a quarterly basis with a rolling sample.	Users can track changes timeously. cross-sell and up-sell customers

A sample of 15,000 in all market segments

- 15,030 interviews conducted,
- 7,792 diaries collected,
- 1,880 economic EAs visited
- 3,942 backchecks

new elements

- purchasing behaviour,
- insights into decision-making,
- brand loyalty,
- time spent on activities,
- average expenditure and
- media interaction.

Enhanced

- financial,
- retail and
- home DIY

Represents a base population (15+ years old) of 42 573 129.

Distribution spread

- 45% metro,
- 30% urban and
- 24% rural

17.2 million households

3.6 average per household.

52% women, 48% men.

48% have read newspapers, 24% magazines

61% see outdoor advertising, 3% have been to the cinema 50% have used social media

TV reaches 79%

Radio reaches 73%

Top read publications The Daily Sun newspaper, Drum magazine online and Ackermans store magazine (since not publishing)

The top free-to-air TV and DStv channel is SABC 1, on OpenView – e.tv

Most listened to radio is Ukhozi FM and JoziFM.

Most used social media is WhatsApp followed by Facebook

95% of respondents own cell-phones with an average of almost four Cell-phones per household and one phone per person (20% Samsung).

Vodacom comes out top for cellular networks

Top vehicle brand is Toyota. Gauteng and the Western Cape prefer VW

Mpumalanga likes Nissan, Kwa-Zulu Natal and Free State like Toyota

Toyota is most popular with men while VW is top with women.

Spaces Fourways, Design Quarter,
Leslie Avenue East, Fourways,
Johannesburg.
P.O. Box: Spaces Centre, Design Quarter,
Fourways, 2188, South Africa.
Tel: +27 (0) 11 314 0788
Web: www.stgroup.co.za
Email: info@stgroup.co.za



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