BA user survey

June 2019

Purposes of BA data

Defining and profiling consumer segments — 100%

Sizing consumer segments — 50%

Measuring media consumption — 44%

OTHER — 17%

What do you use Brand Atlas (BA) data for?

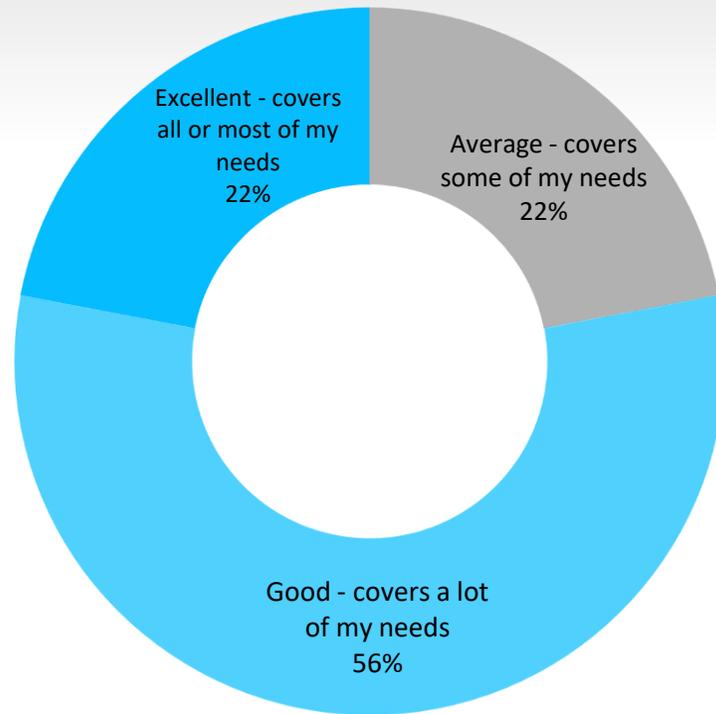**Base: All respondents**
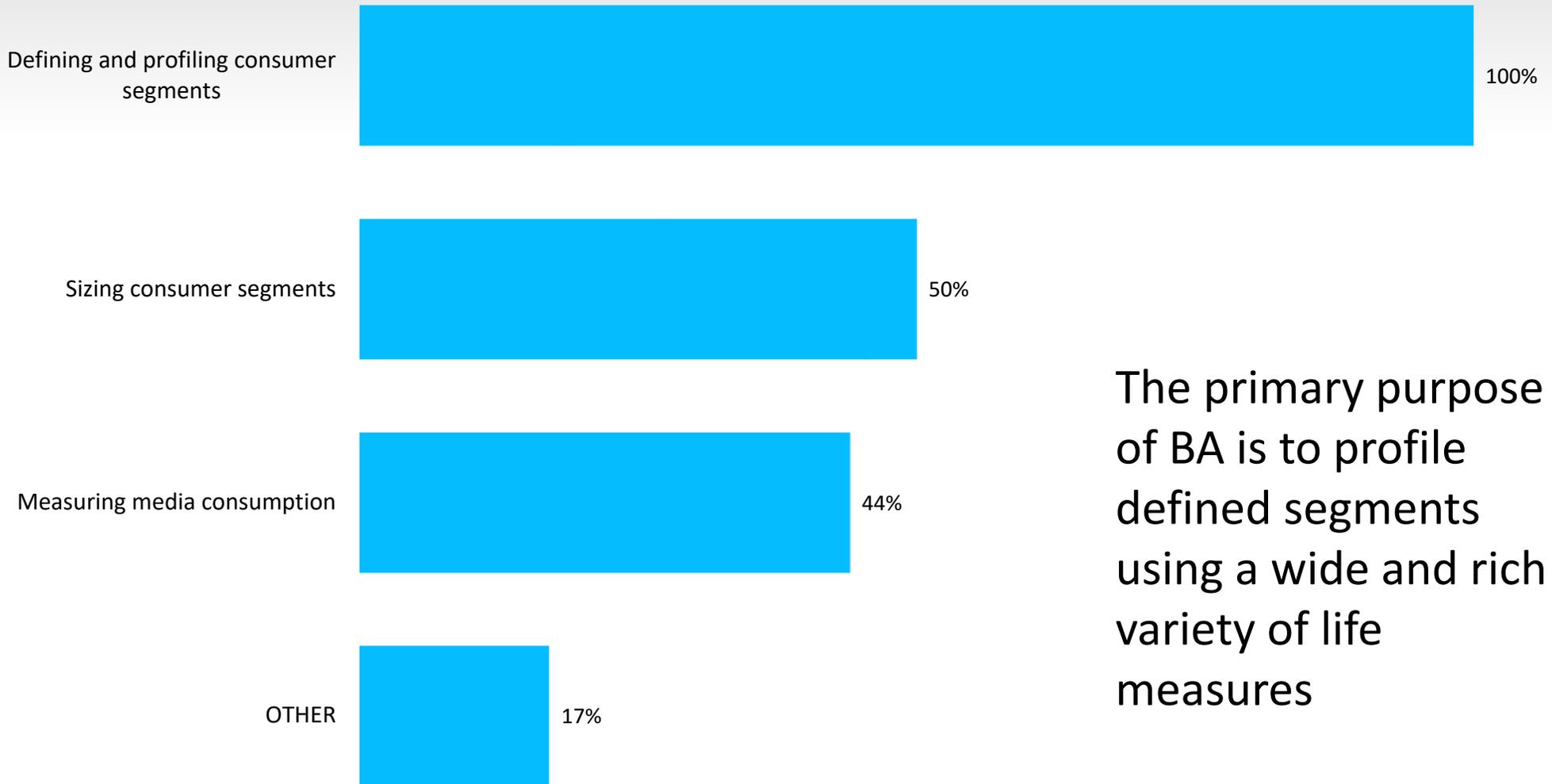
The primary purpose of BA is to profile defined segments using a wide and rich variety of life measures

Feelings towards BA data content

Excellent - covers all or most of my needs
22%

Average - covers some of my needs
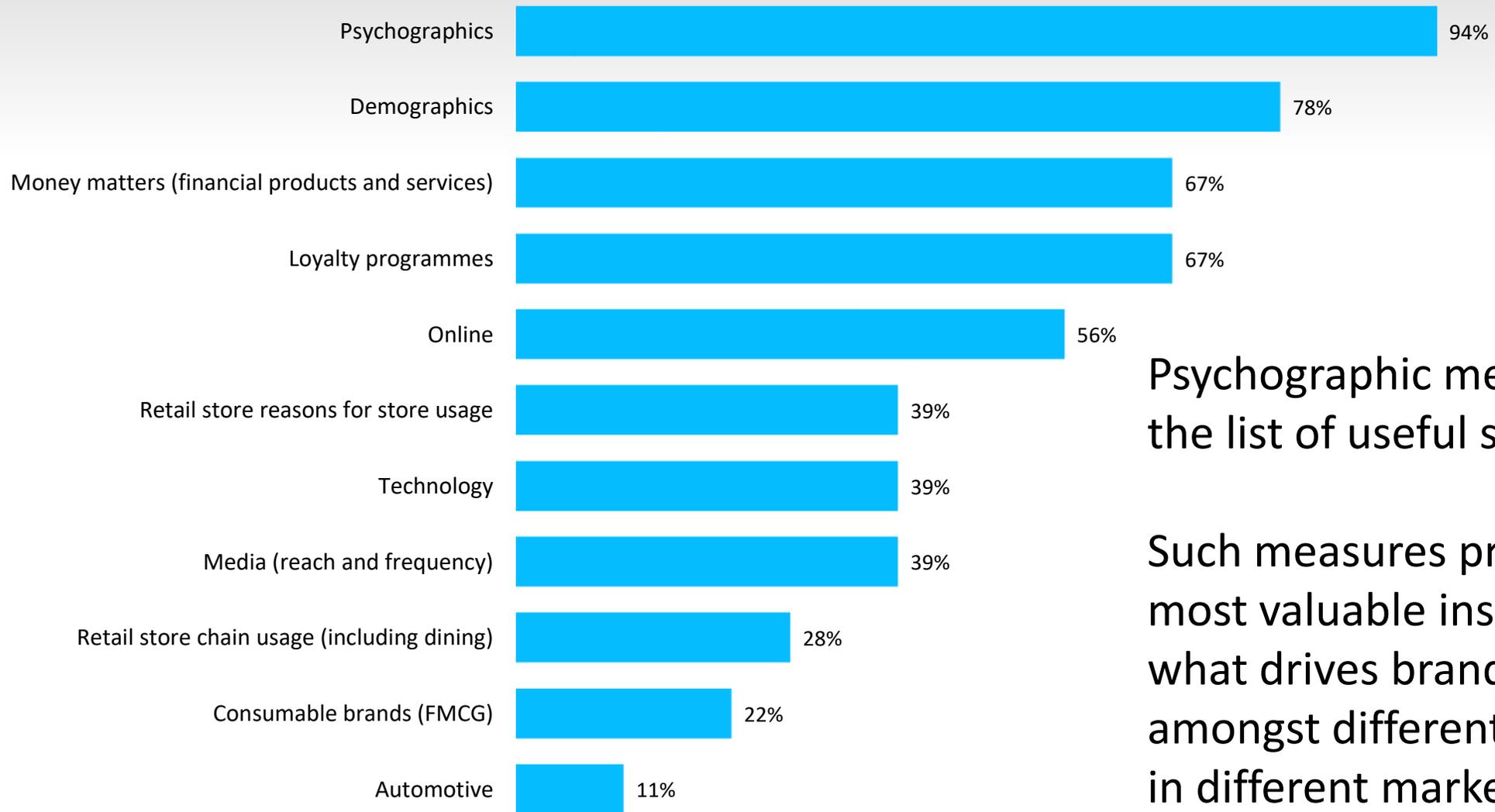22%

Good - covers a lot of my needs
56%

It is really important for us to grow the proportion of users who regard BA as 'excellent', so finding out BA user needs is a key activity for us

What do you think of the BA data content (rather than the platform on which you interact with the data)?

Base: All respondents

Useful sections in BA data

Psychographics — 94%
Demographics — 78%
Money matters (financial products and services) — 67%
Loyalty programmes — 67%
Online — 56%
Retail store reasons for store usage — 39%
Technology — 39%
Media (reach and frequency) — 39%
Retail store chain usage (including dining) — 28%
Consumable brands (FMCG) — 22%
Automotive — 11%

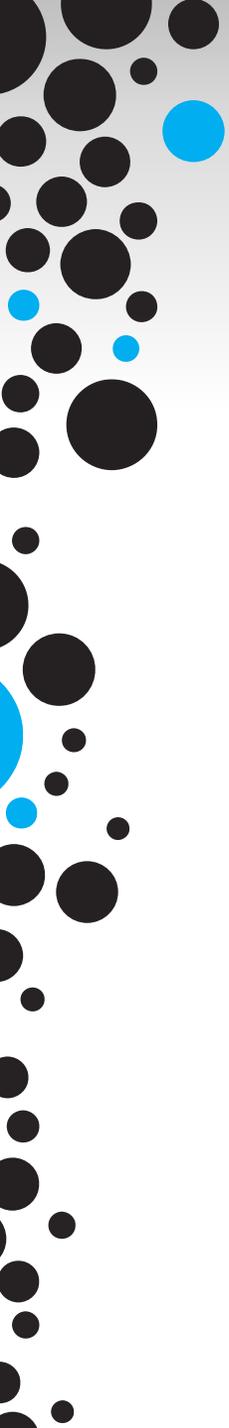**Which parts of the BA data do you find useful?**

Base: All respondents

Psychographic measures top the list of useful sections.

Such measures provide the most valuable insights into what drives brand affinity amongst different segments in different market sectors.
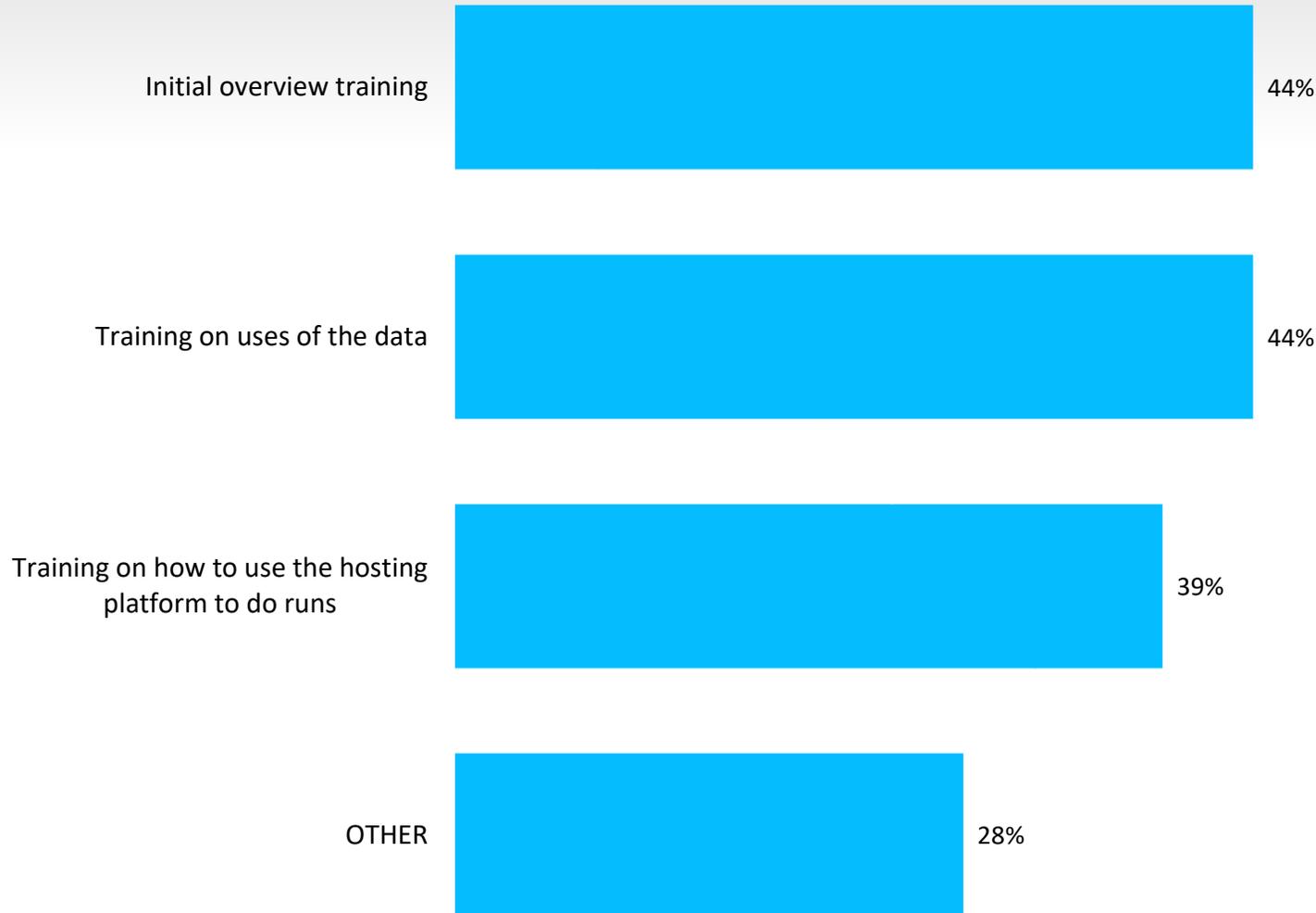
Suggested additional contents from BA data...

- Time spend on media consumption
- I would like media usage to stay in, but not the depth of information currently in there.
- Maybe a kind of Brand measure?
- Maybe some kind of trust measure?
- Beverages (alcoholic & non-alcoholic)
- Food brands
- More detailed education information
- More detailed travel information
- Gambling & betting
- SARS information
- Lifestyle psychographics
- Cosmetics
- Business info e.g. do you own your own business, what kind of business, for how long.
- It's difficult to say now but it is always these ad hoc needs that highlights gaps, but those gaps are usually just for a once off analysis. For now, it is quite comprehensive.
- Nothing that can be added. If we want to look at the lower end of the market we use another source.
- Easy and quick summaries
- As we discussed, we need more media channels and media consumption patterns questions added in.
- We have already started on outdoor but we now need to do Media Consumption Day in the Life Off, how each channels works together and almost understanding multi screening.
- It is helpful to have brand data as it is not available on any other survey

BA data training needed

Initial overview training — 44%

Training on uses of the data — 44%

Training on how to use the hosting platform to do runs — 39%
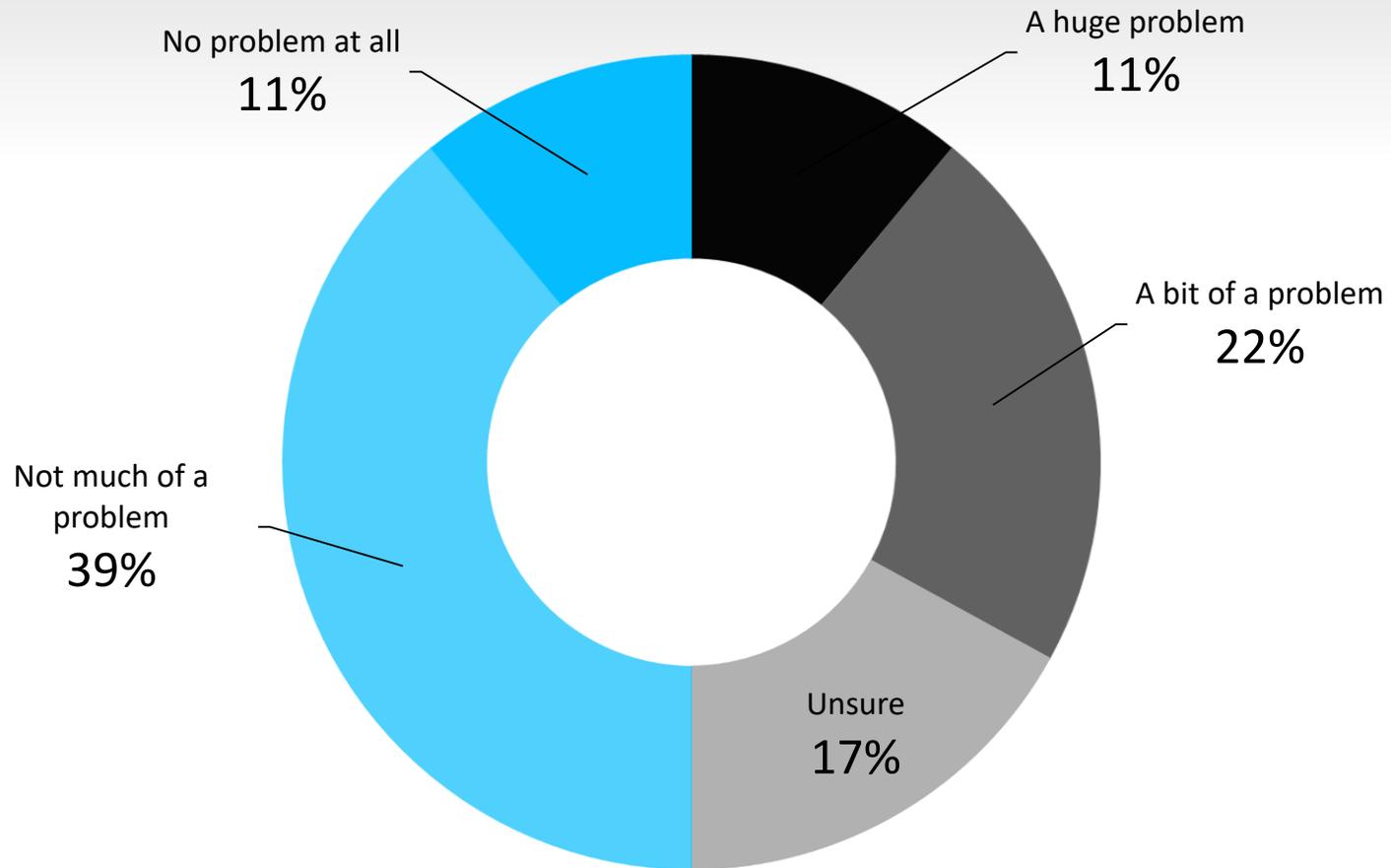
OTHER — 28%

What type of BA data training do you need?

Base: All respondents

Naturally users want training on finding their way around the data and optimizing the capabilities of the hosting platform. We already provide this training at no additional cost.

What is interesting is the call for training on the uses of the data. We need to address this and are already generating ideas for how best to achieve this.

Concern over BA sample universe

No problem at all
11%

A huge problem
11%

A bit of a problem
22%

Not much of a problem
39%

Unsure
17%

BA only measures the lives of the 30% of South Africans. These are the 'economically active' – those living in households with a monthly income greater than R8600. This group accounts for 80% of HH income and expenditure SA.

As access to the internet moves down the socio-economic ladder, so the proportion of South Africans included in the BA sampling universe will grow.

Some people express concern about the fact that BA only samples 'economically active South Africans' – the 30% of the population who account for 80% of total HH income and expenditure. To what extent is this limitation a problem for you?

Base: All respondents

A tool for engagement: BA user-forum appeal

Bad idea
6%

Excellent idea -
sign me up!
22%

Good idea
28%
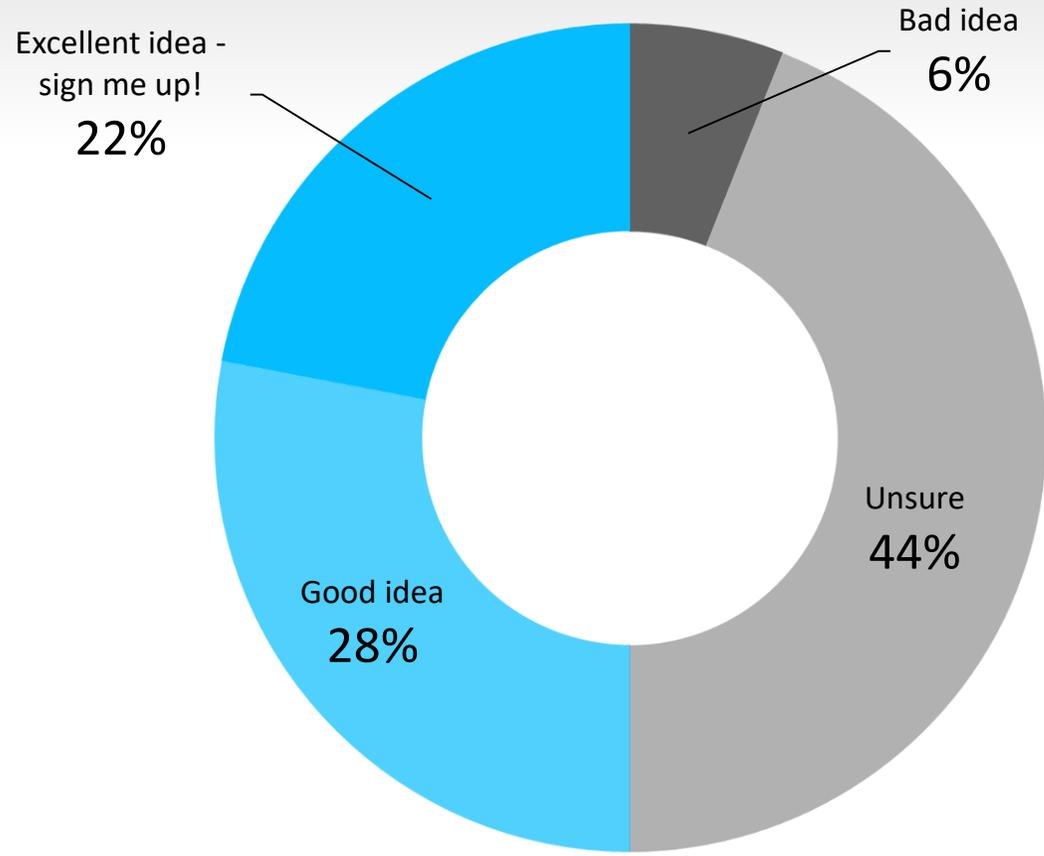
Unsure
44%

Half the BA users think the idea of establishing a BA user-forum as a tool for users to engage with each other and with us, is a good idea. But 44% are unsure. We will find out why people are unsure and address their concerns.

We have launched a BA data-user forum for us to engage with the people who use our data and encourage them to engage with each other. Only if you elect to join this forum then you will have direct real time access to both fellow users and us to sort out problems. Does this idea appeal to you?

Base: All respondents

The appeal of BA user-forum members voting on survey content

Excellent idea - sign me up!
17%

Bad idea
**6%**

Unsure
17%

Good idea
61%
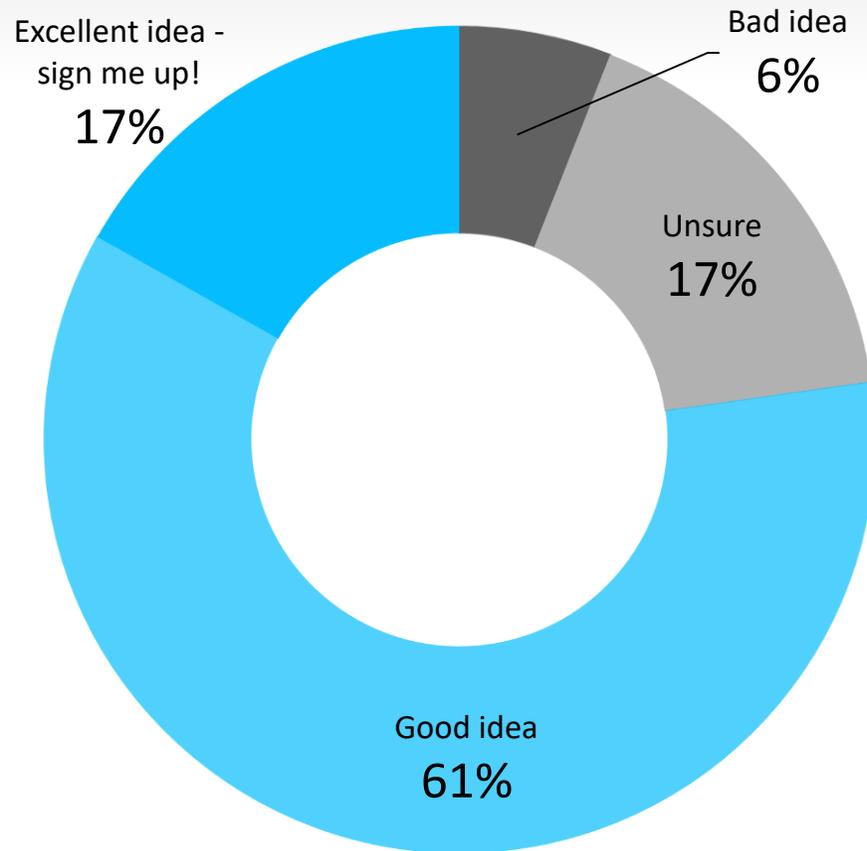
Three quarters of the BA users like the idea of a forum that can vote on what to include in the BA survey.

Our goal is to establish a survey that gets designed by the people who use it and not by a design committee.

Only if you elect to join this forum you will be allowed to vote on which new questions to include in future BA rounds. The forum (not a committee) will determine the direction of the BA design shift. Does this idea appeal to you?

Base: All respondents

Awareness of free service for BA data runs

33%

28%

39%
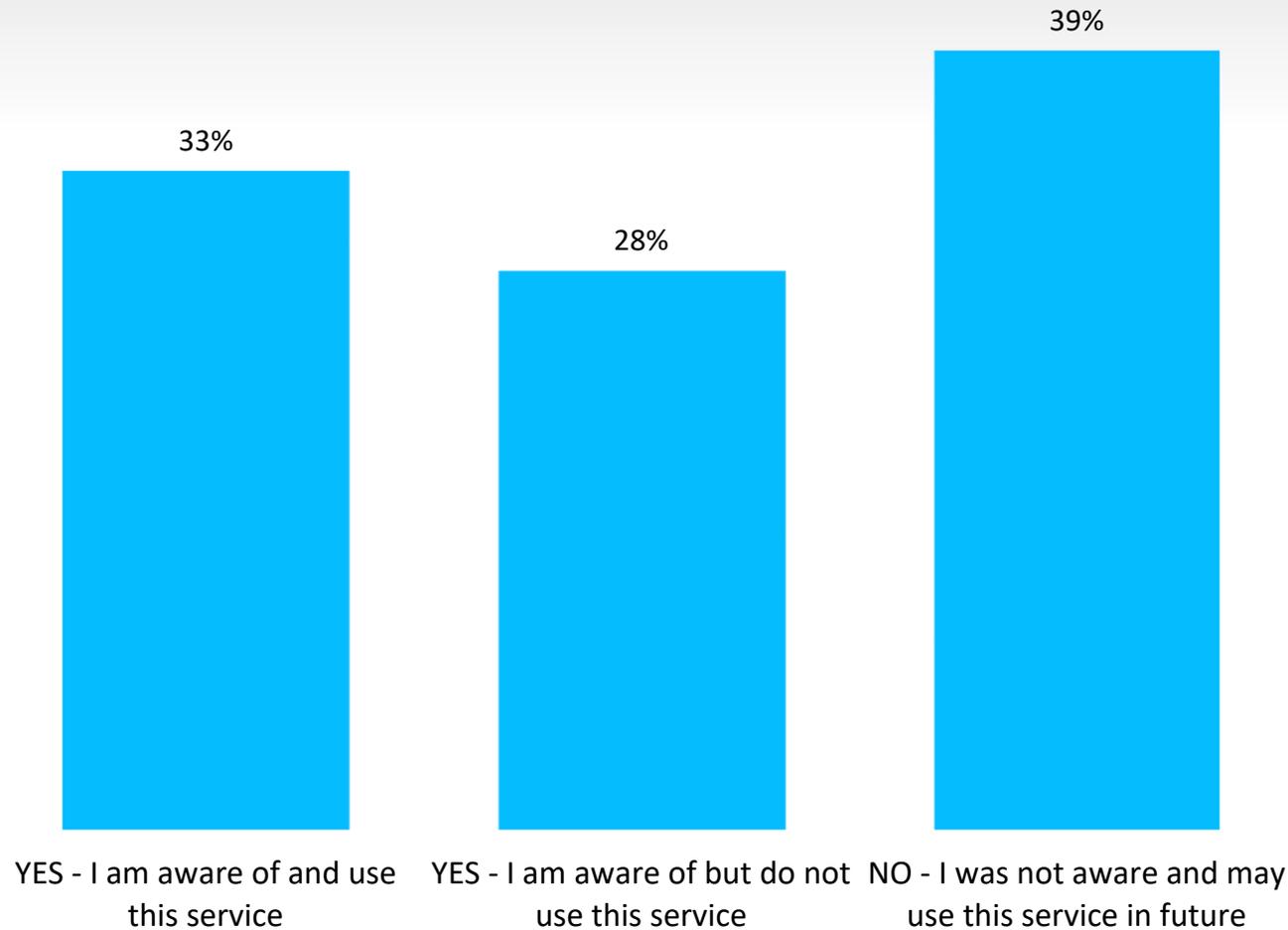
Around 40% of BA users Are not aware of the fact that we will do data runs for them for no charge. We need to fix this.

YES - I am aware of and use this service

YES - I am aware of but do not use this service

NO - I was not aware and may use this service in future

Are you aware of the fact that we provide BA users with a free service of doing runs on your behalf or showing you how to do them yourself?

Base: All respondents

End