

ZAMPS research shortly in field in Zimbabwe

Topline Research Solutions (TRS), the market research house that won the tender to undertake the Zimbabwe All Media and Products Research (ZAMPS) three years ago, hopes to go into the field shortly to prepare a report ahead of the PAMRO conference in August.



Image by 123RF

Given current economic turbulence, it will interview a considerably smaller sample, in Harare and Bulawayo only. The Zimbabwe Advertising Research Foundation (ZARF) board feels it is important to have up-to-date research on Zimbabwe ahead of the Pan African Media Research Organisation's pan-African conference at Elephant Hills Resort.

"We are still finalising the modalities but TRS assure us that we will receive a statistically valid survey from the two biggest cities. The restricting factor is finance, with a number of advertising agencies closing and media struggling to pay over the levy they collect on behalf of marketers.

ZAMPS is funded by a 1.5% levy on all advertising in Zimbabwe. This is in addition to normal rates and has been agreed by marketing executives. "All marketing managers and directors are represented by the Marketers Association of Zimbabwe, which has a seat on the ZARF board and technical committee."

ZARF called on media, print and electronic, to pay over the levy as soon as possible "to avoid Zimbabwe being humiliated" at the PAMRO conference that it is hosting next month.