

Welcome to our monthly newsletter.



Happy Women's Month! This is the month to celebrate all contributions made by all South African women, for the betterment of our country.

Did you know that the first National Women's Day in South Africa was celebrated on 9 August 1995? The latest MAPS data reveals that women make up 52% of the South African population (age 15+). Two-thirds (66%) live in metro and urban areas of which close to 200 000 claim to have moved from a rural area in the last year. Just shy of 40% (8,8 million) of women are the main income earners in their household.

While there may not be too much new information to report on, there is certainly a lot of work in progress and August will see a number of the MAPS initiatives reach finality.

#### MAPS Update

The data for the January to March 2022 MAPS fieldwork period is still on track for release by the end of this month. The scrutiny process is about to be wrapped up with final adjustments to be made and then released to the software bureaux.

We are still trialling the Media Stretch model and have received some really good feedback from the testing group. We as the MRF will have a workshop with them later this month to get formal feedback and decide on the way forward. I believe that this new cluster analysis will make it easier and add another dimension for targeting customers.

Similarly, the new segmentation model is being refined by the BMR following the workshops and feedback we received. An industry feedback session is planned for later in the month to showcase the refinements.

Lastly, the audit to examine the underlying processes, procedures and protocols of MAPS, has been progressing well and we hope to see a preliminary report within the next week or two. This process too is expected to be concluded by the end of the month.

#### To conclude

Happy Women's month to all our female subscribers and team and in this spirit, the MRF celebrates and congratulates our national women's soccer team Banyana Banyana as the new queens of the continent!

Our subscribers are reminded to follow and like our MRF social media platforms and to encourage your agencies to do the same.

Until next month!



Johann Koster, MRF CEO

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