

MAPS



Marketing and Consumer Behaviour Research for Strategic Direction, Marketing and Media Decisions

An independent, marketer-controlled survey of how South Africans buy, consume and use media – built so that business, marketing and media leaders can decide with confidence.

20 000

interviews every year

9 of 9

provinces covered

Year-round

fieldwork captures seasonality

Quarterly

data releases

Why MAPS Matters



Sharpen your competitive edge and the return on your advertising spend. Independent research with no commercial vested interests – and subscribers shape what is asked, how it is measured and how consumers are segmented.

What MAPS Delivers



20 000 interviews a year linking products, brands, behaviour and media in one survey. Brand consumption data for competitor sets and market sizing, plus a benchmark study that lets you integrate your own proprietary research.

How the Study Works



Geocoded for precise local insight, with a sample proportional to the population. Colour pack recognition strengthens brand-usage research. Fieldwork runs all year to capture seasonality, with data released quarterly.

Consumer Insight Focus



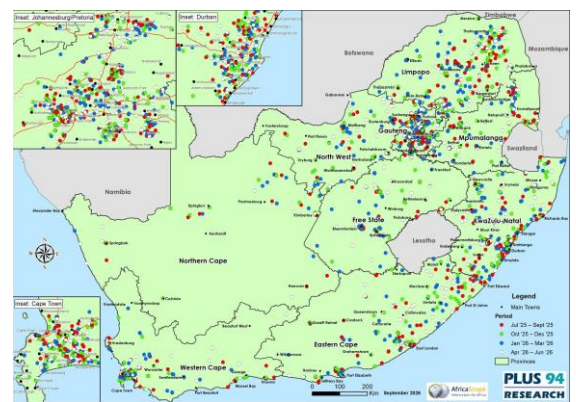
Builds on the AMPS legacy with a stronger consumer focus: retail spend, brand loyalty, purchase decisions and media behaviour – all measured in the same timeframe, so comparisons stay consistent down to the quarter.

Who Controls MAPS?



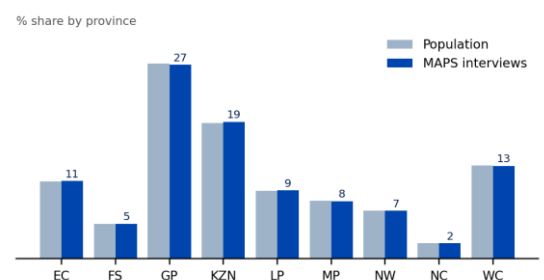
Controlled by marketers and managed by the Marketing Research Foundation. Subscribers oversee finances and research content, so MAPS reflects marketer priorities across South Africa's brand and media landscape.

Nationwide coverage



Fieldwork points across all nine provinces, July 2025 – June 2026 (colour = quarter).

Representative by design



Share of interviews by province closely mirrors the population (Stats SA).



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