



Marketing Surveys and Statistical Analysis

Insight that counts

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COMMERCIAL FARMER STUDY

THIS LANDMARK SURVEY IS THE 20TH STUDY BY MSSA OF THIS SECTOR. PARTICIPATING CLIENTS IN 2018 WILL BENEFIT FROM INSIGHTS WHICH HAVE MOULDED COMMERCIAL FARMING OVER THE PAST DECADE AND MAY CONTINUE TO DO SO IN THE FUTURE.

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Participation is based on a syndicated approach and hence, the cost of the research is shared by multiple participants which make this approach highly cost effective. **A minimum of 10-single-answer questions per client is required for participation.**

Sampling process

MSSA's database of commercial farmers is used to gather data by means of postal mail and electronic survey. A response of 450-550 completed questionnaires is expected for the 2018 study. The final response data is also weighted to reflect population estimates.

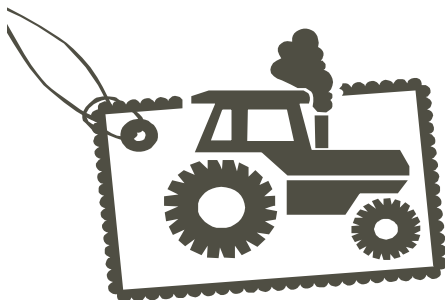
Participation

- MSSA can assist you in formulating questions that can address your specific information needs.
- Participating clients will receive a technical report containing the tabular results from the survey.
- Client specific questions are cross-tabulated by province, primary farming activity and annual turnover.
- All data pertaining to **questions of participants** (excluding general demographic data) is strictly confidential and is not shared with other participants.
- Participation in the survey also entitles you to supporting survey statistics.
- A total of more than 15 additional demographic cross tables will enable you to study the SA commercial farming community from various angles.
- This includes statistics on the age of the active farmer, gender, home language and educational level.

Cost

- Participation is based on the submission of a minimum of 10 single answer questions (computer field).
- Confirmed participation and draft formulated questions should be submitted by end of May/June 2018.
- The data collection will start July/August 2018.
- Technical reports will be available end of October/November 2018.
- Cost to be negotiated per question/computer filed field.

Contact To book your place in this popular survey, contact Schalk van Vuuren at (012) 346-0718 or mssa2@mssa-research.co.za.



Established in 1994 by former South Africa Marketing Research Association chairperson Schalk van Vuuren (SAR), the company client base includes some of South Africa leading organisations such as **Bayer, Nissan, Telkom, Old Mutual, Vleissentraal, Veeplaas, Santam, Monsanto, Ford, Landbouweekblad, Pannar and Standard Bank.**

Together with its highly skilled team of six researchers and 270 fieldworkers, located throughout South Africa, using world-class statistical software, it offers new and reliable insights into its core research markets, namely, consumers, social dynamics, commercial and emerging farmers as well as small to medium entrepreneurs.