

ZAMPS reflects changes in Zimbabwean lifestyles

Employment in Zimbabwe, at 17%, has dropped since the last Zimbabwe All Media and Products (ZAMPS) Survey a year ago and over half the population earn less than \$500 a month. Interest in local news has soared, with daily news as the most popular source.



Bulawayo, Zimbabwe. Image by 123RF

These are the main findings from ZAMPS, undertaken annually by Topline Research Solutions for the Zimbabwe Advertising Research Foundation (ZARF).

Newspaper readership has grown considerably in the last few years. In 2013 24% of the population read *The Herald*: this is now 43%—and *H Metro* not only leads the field for entertainment news but, with 38% market share, is hot on *The Herald's* heels.

Independent newspapers have made great strides. *NewsDay* has 35% of the market, a huge increase on its 11% three years ago and *Daily News* is hot on its heels at 31%, up from 12%. *NewsDay* and *The Chronicle* are first choices for online readership.

In the battle for audience, Star FM has outpaced ZIFM and ZTV1 has pulled ahead of satellite TV, with 65% market share, up from 59% in last year's survey.

The *Sunday Mail's* urban market share has grown by 10% to 43% - but *The Standard* remains first choice for local news by 73% of the population. *Financial Gazette* is the paper of choice for business news, at 12% compared with *Zimbabwe Independent's* 1% - but the latter is first choice for local news among the weekly business press at 11%, compared with FinGaz's 2%.

Suburban News, launched since the last survey, has 66,000 readers. Daily News on Sunday tops the charts for online readership.

Edgars' Club magazine is the most popular monthly magazine with 135,000 readers, followed by *The Outpost*, *Germanzo*, *Kick-Off* and *Harare News*. Apart from Classifieds, no monthly paper has any significant online readers. *Zimbabwe Tobacco Today* remains the only farming publication to be mentioned in the survey.

Outdoor advertising now has the greatest impact with 76% of Zimbabweans saying that they have noticed it. Billboards have easily the biggest recall.

Internet usage

Fifty-three percent of urban Zimbabweans say they use the Internet: 48% use it for personal communications; 34% use it to study; and 22% - up from 16% - use it for news. As far as social media goes, 37% use Facebook, 38% Google and 21% Gmail - up from 14% a year ago. YouTube's audience has grown to 13% from 7% and 8% of Zimbabweans use Twitter - up from 4% a year ago.

Clear beer sales are up 1%, while opaque beer's market share is now 9% - down from 11%. Tea remains Zimbabwe's favourite drink with 91% of the market choosing it, while coffee drinkers make up 38%.

Purchases of basics are between 2 and 3% down on a year ago. OK Bazaars remains the most popular supermarket, with Pick 'n Pay catching up, while TM's market share remains steady. Spar's has halved to 2%. The number of people growing their own fruit and vegetables has doubled, but 50% of the population still buy them in open markets.

The ban on the importation of second hand clothing has had an impact: sales stand at 44%, down from 58%. Purchases in boutiques, however, have halved to 20%, the same figure as the chain stores.

This year 31% of urban Zimbabweans say they have commercial bank accounts - up from 27%. Building society membership is steady at 7%. ATM cards, at 29%, are the most popular financial product.

Zimbabweans are using mobile money: 76% know about Ecocash - down from 97% a year ago; 63% know Telecash - up a percentage point; 39% are aware of One Wallet - a 10% improvement, 19% mentioned Textacash and Netcash.

Usage, however, is rather different. Seventy-six percent choose Ecocash; 10% One Wallet; and another two providers have 2% of the market each.

Zimbabweans are more worried about dying than anything else: 37% have funeral insurance, 17% have medical aid and 7% insure their cars. Five percent have life insurance and 1% insure their houses, Nyaradzo leads the pack for funeral insurance, PSMAS for medical aid, hotly pursued by CIMAS. One percent insure/assure with Old Mutual.

Ninety- four percent of Zimbabweans have working cellphones: 32% use NetOne and 25% Telecel. The discrepancy in the figures is because several people have more than one 'phone.

With the improvement in electricity supply, 90% of Zimbabweans cook with it and only 2% use wood - down from 50% a year ago. Gas use has dropped to 7% from 41% and paraffin stands at 1%, down from 36%. Similar statistics apply to sources of energy for heating and lights.

The best-known social programmes deal with food aid and distribution, followed by education and health.

Source: [*Zimbabwe Advertising research Foundation*](#) (ZAARF).

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