



COMMERCIAL FARMER STUDY

THIS LANDMARK SURVEY IS AN ANNUAL STUDY BY MSSA OF THIS SECTOR. PARTICIPATING CLIENTS 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 a postal survey. A response of between 800 and 1 000 completed questionnaires is expected for the study. The final response data is also weighted to reflect population estimates.

Participation

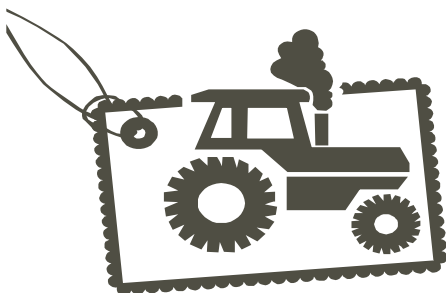
- MSSA can assist you in formulating questions that can address your specific information needs.
- Participating clients will receive a technical report containing the tabular results from the survey.
- Client specific questions are cross-tabulated by province, primary farming activity and annual turnover.
- 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 32 additional 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.
- The survey results also indicate the most critical current and future issues affecting farming operations, farmer's expected production in 3 and 5 years, important new developments to farmers, and access to the Internet.

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 April.
- The postal survey will be mailed in May.
- Technical reports will be available end August.
- Contact Schalk van Vuuren for a quote on your questions.

Contact

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



Established in 1994 by former South Africa Marketing Research Association chairperson Schalk van Vuuren, the company client base includes some of South Africa leading organisations such as **Bayer, Nissan, Telkom, Old Mutual, Veissentraal, Toyota, Santam, Monsanto, Ford 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.