SAARF Segmentation Tools
What information is available?

- **Trend Booklet** – Shows trended AMPS® data over a period of 5 years. Provides basic penetration data and has a section with all data by SU-LSM®
- **Main AMPS® CD*** – All AMPS® data by detailed media within each SU-LSM® (SU-LSM 1-4 grouped)
- **Branded AMPS® CD*** – All AMPS® products by community size, province, literacy, household purchaser, life stage, metropolitan areas, gender, age, home language, population group, employment status, occupation, level of education achieved, household income, SU-LSM®s & the product itself

* Available on [www.saarf.co.za](http://www.saarf.co.za)
What information is available? …

- **Segmentation CD** - Explains the various segmentation tools in detail and provides some interesting cross tabulations.
- **www.saarf.co.za** - History, FAQ, presentations, press releases, technical reports (has section on SU-LSM® that indicates variables and their weight and the corresponding question in the questionnaire), basic information on print and radio penetration etc.
- **Computer Bureaus** - Specialised runs available at a cost from software companies (AGBNMR, Eighty20, IMS, Infosense, Softcopy & Telmar).
- **AMPS Online**
SAARF Living Standard Measure
Rationale for Segmentation

• Break the population of SA (34,020,000 adults 15+ years; AMPS Jun 11) into manageable and meaningful sub-groups

• Based on the assumption that some people behave similarly to each other and behave differently from others

• Ideally the segmentation tool you use should allow you to identify your target market as accurately as possible
Over Segmentation on AMPS®

- With opportunity also comes responsibility
- Care needs to be taken not to over segment the data
# Over Segmentation Example

<table>
<thead>
<tr>
<th>Filter</th>
<th>Sample Size</th>
<th>‘000 Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>25 170</td>
<td>34 020</td>
</tr>
<tr>
<td>Adult Women</td>
<td>12 602</td>
<td>17 907</td>
</tr>
<tr>
<td>Adult Women, aged 25-34</td>
<td>2 652</td>
<td>3 865</td>
</tr>
<tr>
<td>Adult Women, aged 25-34, LSM 10</td>
<td>192</td>
<td>161</td>
</tr>
<tr>
<td>Adult Women, aged 25-34, LSM 10, with children</td>
<td>115</td>
<td>86</td>
</tr>
<tr>
<td>Adult Women, aged 25-34, LSM 10, with children, divorced/widowed/separated</td>
<td>4</td>
<td>3**</td>
</tr>
</tbody>
</table>

** Highly unstable data

SOURCE: SAARF AMPS Jun10
Pre-LSM® Segmentation

- Single variables, usually demographics
- For example:
  - Urban vs. Rural debate
  - Community size classification
Shortcoming of Demographics

- Useful, but often not strong differentiators on their own
- Lever Brothers’ experience
- LSM index developed to find the best combination of variables from AMPS®
It’s Not Just About Demographics

I don't believe in demographics — try the other place.

Source: Admap December 1990
What is LSM®?

- Multi-attribute segmentation tool
- It is based on access to services and durables, and geographic indicators as determinants of standard of living
- LSM® is a very stable and dependable differentiator and the AMPS variables are particularly suited to this
What is LSM®?

- No personal attributes (except in 1995 and 2000 LSM®s) are used
- Income never used
- The SAARF LSM® is not the only type of segmentation tool
Requirements Of LSM®

• It must have broad application across the total market
• Must be simple to use, easy to link to other surveys
• Must be stable over time, but sensitive enough to register changes
Process of Development

• Approximately 100 AMPS® variables selected on logical grounds

• Analysed multi-dimensionally by applying:
  - principle component analysis
  - stepwise regression analysis
1993 LSM®s

1. Fridge/Freezer
2. No Water or Electricity
3. Polisher/Vacuum Cleaner
4. Non-Supermarket Shopper
5. No Car in HH
6. TV Set
7. Microwave Oven
8. Rural dweller
9. Hi-fi/Music Centre
10. No Domestic
11. Worker
12. Washing Machine
13. Sewing Machine
14. Metropolitan
15. Dweller
1995 LSM®s

- Non-Household Supermarket Shopper became Household Supermarket Shopper
- No Water or Electricity was dropped
- The following variables were added:
  - Non-Supermarket Shopper (Personal)
  - Flush Toilet
  - Hot Running Water
  - No Financial Services Used (Personal)
  - No Insurance Policy (Personal)
  - No Credit Facility (Personal)
  - Hut Dweller
  - Home Telephone
2000 LSM®s

- Non-Supermarket Shopper *(Personal)* became Supermarket Shopper *(Personal)*
- No Credit Facility *(Personal)* became Credit/Credit Facility including Retail Card *(Personal)*
- The following variables were dropped:
  - Rural Dweller
  - Metropolitan Dweller
  - Household Supermarket Shopper
- The following variables were added:
  - Built-in Kitchen Sink
  - Electric Stove/Hotplate
  - VCR
  - Sedan car
Need for Revision

• Several unforeseen difficulties, challenges and biases were experienced through the initial development phases of the LSM®s

• LSM®s were reworked to address these difficulties
Challenge & Solution

Challenge:
• Each time variables were updated the LSM®’s changed

Solution:
• Statistical process and model was reworked to ensure that LSM® variables can be updated continuously without breaking the trendability
Challenge:
• The personal variables (1995-2000) created:
  − gender & age biases
  − inconsistencies between AMPS® & TAMS®

Solution:
• All the personal variables that created biases were removed:
  − Supermarket Shopper
  − No Financial Services
  − No Insurance Policy
  − Credit Facility including Retail Card
Challenge & Solution...

- These challenges required that LSMs be reworked
- Variables were increased from 20 to 29
- This allowed for the LSM® groups to be increased from 8 to 10
2001 LSM®s

Old Variables Retained:
1. Electric Stove/Hotplate
2. Microwave Oven
3. Flush Toilet
4. No Domestic Worker
5. VCR
6. Vacuum Cleaner/Floor Polisher
7. Traditional Hut
8. 1/more Sedan Car
9. Washing Machine
10. TV Set
11. Home Telephone
12. Hi-Fi/Music Centre
13. Built-in Kitchen Sink
14. Hot Running Water
15. Fridge/Freezer

New Variables:
1. Deep Freezer
2. Water in Home/On Plot
3. MNET/DStv Subscription
4. Dishwasher
5. Electricity
6. Sewing Machine
7. Gauteng
8. Western Cape
9. No Cellphone in Household
10. PC in Home
11. Tumble Dryer
12. Less than two Radio Set in Household
13. Non-Urban outside GP/WC
14. Home Security Service
Benefits of Revised LSM®

- Trendable and stable
- Sensitive to change and development
- Equally applicable to all respondents and to all SAARF surveys
LSM® Updates

SAARF keeps the LSM®s up to date by:

- Re-running the stats annually
- Continuously assessing the +/- 100 variables and including new variables to the AMPS® questionnaire as and when appropriate e.g. DVD Player & Home Theatre System
2004 LSM® Update

Variables Dropped (4)
- Traditional Hut
- Electricity
- Gauteng
- Western Cape

New Variables (4)
- House/cluster House, Town House
- Metropolitan Dweller
- DVD Player
- One Cell Phone in Household
2008 LSM® Update

Variables Dropped (3)

- Sewing machine
- No cell phone in household
- 1 cell phone in household

New Variables (3)

- Home theatre system
- 2 cell phones in household
- 3+ cell phones in household

SAARF LSM® Extension
2011 LSM® Update

Variables Dropped (2)
- VCR
- Hi Fi

New Variables (2)
- Air Conditioner
- Swimming Pool

SAARF LSM® Extension
LSM® Extensions
LSM® Extensions

• A number of requests were made to provide greater differentiation of target markets at the top end

• SAARF commissioned some exploratory work to determine:
  - Sufficient sample
  - Behave differently

• The results were encouraging
What did SAARF actually do?

- LSM®s 7-10 were divided into two approximately equal sub-sections based on their principal component scores.
LSM® Extensions ≠ 14 LSMS

- SAARF has named the new LSM® subgroups LSM® 7 Low-High up to LSM® 10 Low-High, to avoid confusion
- LSM® data is still trendable with previous years
- Those products that target the mass market or the lower to middle LSM®s will not necessarily use the LSM® 7–10 sub-groups
- Care needs to be taken that stakeholders are talking about the same thing:
  - For example, when talking about LSM® 8, is the person referring to LSM® 7 High or the original LSM® 8?
LSM® & TV Viewing Yesterday

SOURCE: SAARF AMPS Jun11
LSM® & TV Viewing Yesterday

SOURCE: SAARF AMPS Jun11
Current SAARF LSM® Variables
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Hot running water from a geyser</td>
<td>0.185224</td>
<td>H5</td>
</tr>
<tr>
<td>2.</td>
<td>Computer - Desktop/Laptop</td>
<td>0.311118</td>
<td>T1(16,17)</td>
</tr>
<tr>
<td>3.</td>
<td>Electric Stove</td>
<td>0.163222</td>
<td>T1(1)</td>
</tr>
<tr>
<td>4.</td>
<td>No domestic workers or household helpers in household (this includes live-in and part time domestics and gardeners)</td>
<td>-0.30133</td>
<td>PD15A</td>
</tr>
<tr>
<td>5.</td>
<td>0 or 1 radio set in household</td>
<td>-0.245</td>
<td>T5</td>
</tr>
<tr>
<td>6.</td>
<td>Flush toilet in/outside house</td>
<td>0.113306</td>
<td>H6</td>
</tr>
<tr>
<td>7.</td>
<td>Motor vehicle in household</td>
<td>0.16731</td>
<td>G1</td>
</tr>
<tr>
<td>8.</td>
<td>Washing machine</td>
<td>0.149009</td>
<td>T1(9,10,11)</td>
</tr>
<tr>
<td>9.</td>
<td>Refrigerator of combined fridge/freezer</td>
<td>0.134133</td>
<td>T1(8)</td>
</tr>
<tr>
<td>10.</td>
<td>Vacuum cleaner/floor polisher</td>
<td>0.164736</td>
<td>T1(7)</td>
</tr>
<tr>
<td>11.</td>
<td>Pay TV (M-Net/DStv/TopTV) subscription</td>
<td>0.12736</td>
<td>C2/C4/C5/C11</td>
</tr>
<tr>
<td>12.</td>
<td>Dishwashing machine</td>
<td>0.212562</td>
<td>T1(6)</td>
</tr>
<tr>
<td>13.</td>
<td>3 or more cellphones in household</td>
<td>0.184676</td>
<td>E1</td>
</tr>
<tr>
<td>14.</td>
<td>2 cellphones in household</td>
<td>0.124007</td>
<td>E1</td>
</tr>
<tr>
<td>15.</td>
<td>Home security service</td>
<td>0.151623</td>
<td>H11</td>
</tr>
<tr>
<td>16.</td>
<td>Deep freezer – free standing</td>
<td>0.116673</td>
<td>T1(6)</td>
</tr>
<tr>
<td>17.</td>
<td>Microwave oven</td>
<td>0.126409</td>
<td>T1(4)</td>
</tr>
<tr>
<td>18.</td>
<td>Rural rest (excl. W. Cape &amp; Gauteng rural)</td>
<td>-0.12936</td>
<td>*</td>
</tr>
<tr>
<td>19.</td>
<td>House/cluster house/town house</td>
<td>0.113907</td>
<td>H1</td>
</tr>
<tr>
<td>20.</td>
<td>DVD player/Blu Ray Player</td>
<td>0.09607</td>
<td>T1(19)</td>
</tr>
<tr>
<td>21.</td>
<td>Tumble dryer</td>
<td>0.166056</td>
<td>T1(12)</td>
</tr>
<tr>
<td>22.</td>
<td>Home theatre system</td>
<td>0.096072</td>
<td>T1(20)</td>
</tr>
<tr>
<td>23.</td>
<td>Home telephone (excl. cellphone)</td>
<td>0.104531</td>
<td>PD17</td>
</tr>
<tr>
<td>24.</td>
<td>Swimming Pool</td>
<td>0.166031</td>
<td>H13</td>
</tr>
<tr>
<td>25.</td>
<td>Tap water in house/on plot</td>
<td>0.123015</td>
<td>H3B</td>
</tr>
<tr>
<td>26.</td>
<td>Built-in kitchen sink</td>
<td>0.132822</td>
<td>H7</td>
</tr>
<tr>
<td>27.</td>
<td>TV set</td>
<td>0.120814</td>
<td>T1(14)</td>
</tr>
<tr>
<td>28.</td>
<td>Air conditioner (excl. fans)</td>
<td>0.178044</td>
<td>T1(21)</td>
</tr>
<tr>
<td>29.</td>
<td>Metropolitan dweller (250 000+)</td>
<td>0.079321</td>
<td>* By Sample Design</td>
</tr>
</tbody>
</table>
How to calculate LSM®

• Determine the variables with which the respondent complies
• Sum the weights for the 29 variables for each respondent
• Add a constant -0.81052
• Allocate the respondent to an LSM® as follows:

<table>
<thead>
<tr>
<th>LSM® Group</th>
<th>Total Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Less than -1.390140</td>
</tr>
<tr>
<td>2</td>
<td>-1.390139</td>
</tr>
<tr>
<td>3</td>
<td>-1.242001</td>
</tr>
<tr>
<td>4</td>
<td>-1.011801</td>
</tr>
<tr>
<td>5</td>
<td>-0.691001</td>
</tr>
<tr>
<td>6</td>
<td>-0.278001</td>
</tr>
<tr>
<td>7</td>
<td>0.381999</td>
</tr>
<tr>
<td>7 - Low</td>
<td>0.381999</td>
</tr>
<tr>
<td>7 - High</td>
<td>0.582999</td>
</tr>
<tr>
<td>8</td>
<td>0.800999</td>
</tr>
<tr>
<td>8 - Low</td>
<td>0.800999</td>
</tr>
<tr>
<td>8 - High</td>
<td>0.976999</td>
</tr>
<tr>
<td>9</td>
<td>1.168999</td>
</tr>
<tr>
<td>9 - Low</td>
<td>1.168999</td>
</tr>
<tr>
<td>9 - High</td>
<td>1.417999</td>
</tr>
<tr>
<td>10</td>
<td>More than 1.744999</td>
</tr>
<tr>
<td>10 - Low</td>
<td>1.744999</td>
</tr>
<tr>
<td>10 - High</td>
<td>2.079999</td>
</tr>
</tbody>
</table>
What is your LSM®?
<table>
<thead>
<tr>
<th>LSM</th>
<th>Average Household Income Jun10</th>
<th>Average Household Income Jun11</th>
</tr>
</thead>
<tbody>
<tr>
<td>LSM 1</td>
<td>R1,496</td>
<td>R 1 363</td>
</tr>
<tr>
<td>LSM 2</td>
<td>R1,732</td>
<td>R 1 929</td>
</tr>
<tr>
<td>LSM 3</td>
<td>R2,052</td>
<td>R 2 258</td>
</tr>
<tr>
<td>LSM 4</td>
<td>R2,829</td>
<td>R 3 138</td>
</tr>
<tr>
<td>LSM 5</td>
<td>R3,832</td>
<td>R 4 165</td>
</tr>
<tr>
<td>LSM 6</td>
<td>R6,398</td>
<td>R 6 322</td>
</tr>
<tr>
<td>LSM 7</td>
<td>R10,066</td>
<td>R10 255</td>
</tr>
<tr>
<td>LSM 8</td>
<td>R13,698</td>
<td>R 14 014</td>
</tr>
<tr>
<td>LSM 9</td>
<td>R18,414</td>
<td>R 19 654</td>
</tr>
<tr>
<td>LSM 10</td>
<td>R27,143</td>
<td>R 29 512</td>
</tr>
</tbody>
</table>

Source: SAARF AMPS Jun 11
## Number of Adults in LSM®

<table>
<thead>
<tr>
<th>LSM</th>
<th>Population</th>
<th>Respondents</th>
<th>% Pop</th>
</tr>
</thead>
<tbody>
<tr>
<td>LSM 1</td>
<td>717 000</td>
<td>200</td>
<td>2.1</td>
</tr>
<tr>
<td>LSM 2</td>
<td>1 934 000</td>
<td>549</td>
<td>5.7</td>
</tr>
<tr>
<td>LSM 3</td>
<td>2 225 000</td>
<td>696</td>
<td>6.5</td>
</tr>
<tr>
<td>LSM 4</td>
<td>4 450 000</td>
<td>1 641</td>
<td>13.1</td>
</tr>
<tr>
<td>LSM 5</td>
<td>5 750 000</td>
<td>2 924</td>
<td>16.9</td>
</tr>
<tr>
<td>LSM 6</td>
<td>7 128 000</td>
<td>5 198</td>
<td>21.0</td>
</tr>
<tr>
<td>LSM 7H</td>
<td>1 944 000</td>
<td>1 816</td>
<td>5.7</td>
</tr>
<tr>
<td>LSM 7L</td>
<td>1 803 000</td>
<td>1 867</td>
<td>5.3</td>
</tr>
<tr>
<td>LSM 8L</td>
<td>1 447 000</td>
<td>1 616</td>
<td>4.3</td>
</tr>
<tr>
<td>LSM 8H</td>
<td>1 341 000</td>
<td>1 638</td>
<td>3.9</td>
</tr>
<tr>
<td>LSM 9L</td>
<td>1 559 000</td>
<td>1 986</td>
<td>4.6</td>
</tr>
<tr>
<td>LSM 9H</td>
<td>1 551 000</td>
<td>2 070</td>
<td>4.6</td>
</tr>
<tr>
<td>LSM 10L</td>
<td>1 123 000</td>
<td>1 526</td>
<td>3.3</td>
</tr>
<tr>
<td>LSM 10H</td>
<td>1 047 000</td>
<td>1 433</td>
<td>3.1</td>
</tr>
</tbody>
</table>

**SOURCE:** SAARF AMPS Jun11
Trending Pre-2001

PLEASE NOTE:

• If you need to trend further back than 2001 you need to use the 1993 LSM®'s
LSM® & Education

SOURCE: SAARF AMPS 1994

SOURCE: SAARF AMPS Jun11
LSM® may not be useful in all instances
LSM® – Monthly Magazines

![Graph showing monthly magazine reach by LSM segments. The graph includes lines for Fairlady, Cosmopolitan, Bona, and GQ South Africa, with sources from SAARF AMPS Jun11.]
Gender - Monthly Magazines

Source: SAARF AMPS Jun11
Cell Phone penetration x LSM®

Source: SAARF AMPS Jun11
% Listenership: SU-LSM® 1-5

- UKwazi FM: 4.5%
- Munghana Lonene: 5.4%
- METRO FM: 7.4%
- Lesedi FM: 10.0%
- Motsweding FM: 11.7%
- Thobela FM: 11.9%
- Umhlobo Wenene FM: 17.2%
- Ukhozi FM: 25.8%

SOURCE: SAARF AMPS Jun11
% Listenership: SU-LSM® 6-10

- 94.7 Highveld Stereo: 7.7%
- East Coast Radio: 7.8%
- Jacaranda FM: 8.9%
- RSG: 8.9%
- Lesedi FM: 10.2%
- Ukhozi FM: 11.9%
- 5 FM: 14%
- METRO FM: 23.4%

SOURCE: SAARF AMPS Jun11
PLEASE NOTE:

The descriptions of the 10 SU-LSM® groups in some of the following slides show those descriptors that are above national average for each SU-LSM® group.

So for example, African Language Stations are above national average for LSM® 1-6. This however, does not mean that LSM® 7-10 do not listen to ALS.
LSM® Descriptions
Summary Of New LSM® Groups
(AMPS Jun11)

LSM 1 (2.1%)
DEMOGRAPHICS
Male and female
15 – 24 and 50+
Primary Completed
Small urban/ Rural
Traditional Hut

R1 363 ave hh income per month

MEDIA
Radio a major channel of media communication;
mainly African Language Services (ALS)- Umhlobo Wenene FM, Ukhozi FM and community

GENERAL
Minimal access to services
Minimal ownership of durables, except radio sets
Mzansi bank account
Activities: minimal participation in activities, singing

LSM 2 (5.7%)
DEMOGRAPHICS
Female
15 – 24 and 50+
Some High School
Small urban/ Rural
Squatter Hut Shack, Matchbox and Traditional Hut

R1 929 ave hh income per month

MEDIA
Radio: Commercial, mainly ALS-Ukhozi FM, Umhlobo Wenene FM

GENERAL
Communal access to water
Minimal ownership of durables, except radio sets and stoves
Mzansi bank account
Activities: minimal participation in activities, singing
Summary Of New LSM® Groups
(AMPS Jun11)

LSM 3  (6.5%)
DEMOGRAPHICS
Female
15 – 24 and 50+
Some High School
Small Urban/ Rural
Squatter Hut Shack, Matchbox and Traditional Hut

R2 258 ave hh income per month

MEDIA
Radio: Mainly ALS stations, Ukhozi FM, Umhlobo Wenene FM
TV: SABC 1

GENERAL
Electricity, water on plot or communal
Minimal ownership of durables, except radio sets and stoves
Mzansi bank account
Activities – singing

LSM 4  (13.1%)
DEMOGRAPHICS
Male and female
15- 34 and 50+
Some High School
Small Urban/ Rural
Squatter Hut Shack, Matchbox and Traditional Hut

R3 138 ave hh income per month

MEDIA
Radio: Commercial mainly ALS, Gagasi, Motsweding, Ukhozi, Umhlobo Wenene FM,, Community Radio
TV: SABC 1

GENERAL
Electricity, water on plot or communal, non-flush toilet
TV sets, electric hotplates
Mzansi bank account
Activities – attend gatherings, go to night clubs
Summary Of New LSM® Groups  
(AMPS Jun11)

LSM 5  (16.9%)  
**DEMOGRAPHICS**  
Male  
15-49  
Some High School  
Small urban/ rural  

R4 165 ave hh income per month  

**MEDIA**  
Radio: Commercial mainly ALS stations, Lesedi FM, Motsweding FM, Ukhozi FM, community radio  
TV: SABC 1,2,3, e.tv,  
Daily Newspapers  

**GENERAL**  
Electricity, water, flush toilet outside / communal  
TV sets, hi-fi/radio set, stove, fridge  
Mzansi accounts  
Activities: take away in past 4 weeks, bake for pleasure, go to night clubs, attend gatherings, buy lottery tickets  

LSM 6  (21%)  
**DEMOGRAPHICS**  
Male  
25-49  
Up to matric and higher  
Large Urban  

R6 322 ave hh income per month  

**MEDIA**  
Wide range of commercial and community radio  
TV: SABC 1,2,3, e.tv, Top TV, Community TV  
All print  
Outdoor  

**GENERAL**  
Electricity, water in home, flush toilet in home  
Ownership of a number of durables plus cell phone  
Savings and Mzansi accounts  
Activities: hire DVDs, go to night clubs, take away in the past 4 weeks, attend gatherings, buy lottery tickets
Summary Of New LSM® Groups
(AMPS Jun11)

LSM 7 LOW (4.9%)
DEMOGRAPHICS
Female
25-49
Matric and higher
Urban
R9 320 ave hh income per month

MEDIA
Wide range of commercial and community radio
TV: SABC 1,2,3, e.tv, DStv, Top TV, Community TV
All print
Accessed internet past 7 days
Cinema & Outdoor

GENERAL
Full access to services
Savings accounts
Increased ownership of durables plus DVD and motor vehicle
Participation in all activities

LSM 7 HIGH (5.3%)
DEMOGRAPHICS
Male
25-49
Matric and higher
Urban
R11 263 ave hh income per month

MEDIA
Wide range of commercial and community radio
TV: SABC 1,2,3, e.tv, M-Net, DStv, Top TV, Community TV
All print
Accessed internet past 7 days
Cinema & Outdoor

GENERAL
Full access to services, including cheque and savings accounts
Increased ownership of durables plus DVD and motor vehicle
Participation in all activities
Summary Of New LSM® Groups
(AMPS Jun11)

LSM 8 LOW (4.3%)
DEMOGRAPHICS
Female
35+
Matric and higher
Urban
R13 210 ave hh income per month

MEDIA
Wide range of commercial and community radio
TV: SABC 1,2,3, e.tv, M-Net, DStv, Top TV, Community TV
All print
Accessed internet past 7 days
Cinema & Outdoor

GENERAL
Full access to services and bank accounts
Full ownership of durables, incl. PC
Increased participation in activities

LSM 8 HIGH (3.9%)
DEMOGRAPHICS
Male
35+
Matric and higher
Urban
R14 882 ave hh income per month

MEDIA
Wide range of commercial and community radio
TV: SABC 2,3, e.tv, M-Net, DStv, Top TV, Community TV
All print
Accessed internet past 7 days
Cinema & Outdoor

GENERAL
Full access to services and bank accounts
Full ownership of durables, incl. PC
Increased participation in activities
Summary Of New LSM® Groups
(AMPS Jun11)

**LSM 9 LOW (4.6%)**
**DEMOGRAPHICS**
Female
35+
Matric and higher
Urban
R17 988 ave hh income per month

**MEDIA**
Wide range of commercial and community radio
TV: SABC 2,3, e.tv, M-Net, DStv, Top TV, Community TV
Accessed internet past 7 days
All print
Cinema & Outdoor

**GENERAL**
Full access to services and bank accounts
Full ownership of durables
Increased participation in activities, excluding stokvel meetings

**LSM 9 HIGH (4.6%)**
**DEMOGRAPHICS**
Male
35+
Matric and higher
Urban
R21 328 ave hh income per month

**MEDIA**
Wide range of commercial radio
TV: SABC 2,3, e.tv, M-Net, DStv, Top TV, Community TV
Accessed internet past 7 days
All print
Cinema & Outdoor

**GENERAL**
Full access to services and bank accounts
Full ownership of durables
Increased participation in activities, excluding stokvel meetings
Summary Of New LSM® Groups (AMPS Jun11)

LSM 10 LOW (3.3%)
DEMOGRAPHICS
Male
35+
Matric and higher
Urban
R26 706 ave hh income per month

MEDIA
Wide range of commercial radio
TV: SABC 3, M-Net, DStv, Top TV, Community TV
All print
Accessed internet past 7 days
Cinema & Outdoor

GENERAL
Full access to services and bank accounts
Full ownership of durables
Increased participation in activities, excluding stokvel meetings

LSM 10 HIGH (3.1%)
DEMOGRAPHICS
Male
35+
Matric and higher
Urban
R32 521 ave hh income per month

MEDIA
Wide range of commercial radio
TV: M-Net, DStv, Community TV
All print
Accessed internet past 7 days
Cinema & Outdoor

GENERAL
Full access to services and bank accounts
Full ownership of durables
Increased participation in activities, excluding stokvel meetings
Conclusion

• Remember that there are many other powerful differentiators in AMPS that could be used in conjunction with the LSM®'s, e.g. Lifestages, Education, Mothers with children, Household purchaser, Large item purchaser, Occupation, Gender, Language, Family size and Age

• NB! Do not over segment