FROM AMPS_LSM TO ES_SEM

TOWARDS A COMMON PLANNING & BUYING SEM CURRENCY
INTRODUCING THE ESTABLISHMENT SURVEY

END OF THE WORLD OR BRAVE NEW WORLD?
RESEARCH & MEDIA PLANNING

KNOW THE DIFFERENCE
ES & JICS: The Hub & Donor Model

<table>
<thead>
<tr>
<th>LSM1</th>
<th>LSM2</th>
<th>LSM3</th>
<th>LSM4</th>
<th>LSM5</th>
<th>LSM6</th>
<th>LSM7</th>
<th>LSM8</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,581</td>
<td>2,553</td>
<td>3,146</td>
<td>3,452</td>
<td>3,858</td>
<td>3,486</td>
<td>3,337</td>
<td>3,308</td>
</tr>
</tbody>
</table>
AMPS_LSM 1989: A NEW REALITY

- What we ...
  - Have in common
  - Buy in common
  - Consume in common
  - Believe in common
  - Feel in common
- Cluster segmentation
1989-1997: THE 1ST SUPERGROUPS

- **LSM1**: 2,581
- **LSM2**: 2,553
- **LSM3**: 3,146
- **LSM4**: 3,452
- **LSM5**: 3,858
- **LSM6**: 3,486
- **LSM7**: 3,337
- **LSM8**: 3,308

**SG_C**: 2,553
**SG_B**: 3,452
**SG_A**: 3,308
1997 - 2001: AMPS_LSM SPLITs

- LSM1
- LSM2
- LSM3
- LSM4
- LSM5
- LSM6
- LSM7
- LSM8

Bars represent data for the years 1997 to 2001.
2001: The 10_LSM Model

LSM1: 1062
LSM2: 2732
LSM3: 2953
LSM4: 4557
LSM5: 4843
LSM6: 5597
LSM7: 2957
LSM8: 2158
LSM9: 2546
LSM10: 1898
2001-2008: The 10_LSM Model

SG_C

SG_B

SG_A
2001-2008: The 10_LSM Model

LSM1, LSM2, LSM3, LSM4, LSM5, LSM6, LSM7, LSM8, LSM9, LSM10

SG_C, SG_B, SG_A

Values:
- LSM1: 1062
- LSM2: 2732
- LSM3: 2953
- LSM4: 4557
- LSM5: 4843
- LSM6: 5597
- LSM7: 2957
- LSM8: 2158
- LSM9: 2546
- LSM10: 1898
SAARF Universal LSM 1995-2015

- Hot Running Water
- Fridge/freezer
- Microwave oven
- Dishwashing Liquid
- Flush toilet in/outside house
- No domestic in household
- VCR
- Vacuum cleaner/floor polisher
- No Cellphone in household
- 1 Cellphone in HH
- 2 Cellphone in HH
- 3+ Cellphone in HH
- Traditional hut
- House/Cluster/Town House
- Washing machine
- PC in home
- Electric stove
- TV set
- Tumble dryer
- Home telephone

- Less than 2 radio sets in household
- Hi-fi/music Centre
- Home Theatre System
- Built-in Kitchen sink
- Home security service
- Deep freezer
- Water in home/on plot
- M-Net/DSTV subscription
- Dishwasher
- Air Conditioner
- Swimming Pool
- Electricity
- Sewing machine
- DVD Player
- Gauteng
- Western Cape
- Rural outside Gauteng / W.Cape
- Metropolitan Dweller
- Motor Vehicle in household
SAARF Universal LSM 1995-2015

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- Western Cape
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- Metropolitan Dweller
- Motor Vehicle in household
2013-2015: The 17 LSM Model

LSM 1
LSM 2
LSM 3
LSM 4
LSM 5
LSM 6
LSM 7
LSM 8
LSM 9
LSM 10
LSM 11
LSM 12
LSM 13
LSM 14
LSM 15
LSM 16
LSM 17

SABC

575
1,422
2,114
2,412
2,839
3,126
4,017
3,882
2,088
1,915
1,540
1,454
1,641
1,637
1,112
990
0
500
1,000
1,500
2,000
2,500
3,000
3,500
4,000
4,500
5,000

0
1
2
3
4
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6
7
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10
11
12
13
14
15
16
17

S
2013-2015: AMPS THE 17 LSM MODEL?
Over Segmentation
Low Differentiation

RURAL

Over Segmentation
Low Differentiation

MAJOR METROS

AMPS 2015: REWEIGHTED
<table>
<thead>
<tr>
<th>Grade</th>
<th>Social class</th>
<th>Income earner’s occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Upper middle class</td>
<td>Higher managerial, administrative or professional</td>
</tr>
<tr>
<td>B</td>
<td>Middle class</td>
<td>Intermediate managerial, administrative or professional</td>
</tr>
<tr>
<td>C1</td>
<td>Lower middle class</td>
<td>Supervisory or clerical and junior managerial, administrative or professional</td>
</tr>
<tr>
<td>C2</td>
<td>Skilled working class</td>
<td>Skilled manual workers</td>
</tr>
<tr>
<td>D</td>
<td>Working class</td>
<td>Semi and unskilled manual workers</td>
</tr>
<tr>
<td>E</td>
<td>Non-working class</td>
<td>Casual or lowest grade workers, pensioners, and others who depend on the welfare state for their income</td>
</tr>
</tbody>
</table>
HH DISTRIBUTION: ES_LSM vs ES_SEM

<table>
<thead>
<tr>
<th>Segment</th>
<th>ES_LSM</th>
<th>ES_SEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1,874</td>
<td>44</td>
</tr>
<tr>
<td>2</td>
<td>2,587</td>
<td>207</td>
</tr>
<tr>
<td>3</td>
<td>2,095</td>
<td>586</td>
</tr>
<tr>
<td>4</td>
<td>1,677</td>
<td>0,55</td>
</tr>
<tr>
<td>5</td>
<td>3,323</td>
<td>1,694</td>
</tr>
<tr>
<td>6</td>
<td>5,375</td>
<td>1,857</td>
</tr>
<tr>
<td>7</td>
<td>1,330</td>
<td>1,413</td>
</tr>
<tr>
<td>8</td>
<td>1,118</td>
<td>868</td>
</tr>
<tr>
<td>9</td>
<td>9,599</td>
<td>9,30</td>
</tr>
<tr>
<td>10</td>
<td>1,101</td>
<td>544</td>
</tr>
</tbody>
</table>
AMPS v ES Sampling Framework

AMPS (unweighted)
- Black: 53%
- Coloured: 15%
- Indian / Asian: 7%
- White: 25%

ES (unweighted)
- Black: 82%
- Coloured: 9%
- Indian / Asian: 2%
- White: 6%

IHS Population
- Black: 79%
- Coloured: 7%
- Indian / Asian: 3%
- White: 11%

Source: AMPS 2015B (Household level)
Source: ES Jul-Aug 2016 (n=4,535)
Source: IHS Household Population estimates Dec 2015
LSM to SEM: Optimal segments for improved usability?
A measure that depicts how you live, not necessarily what you have …

With flexibility to be applied to any media and marketing study in SA
THE 14 SEM VARIABLES...

Final variables:
- Post Office nearby
- Police station nearby
- Built-in kitchen sink
- Home security service
- Motor car
- Deep freezer which is free standing
- Microwave oven
- Floor polisher or vacuum cleaner
- Washing machine
- Floor material
- Water source
- Type of toilet
- Roof material
- Number of sleeping rooms

Focus on structural items
Low reliance on durables
No reliance on technology items
Short and easy to use
SEM VARIABLE & LSM VARIABLES

1. Post office nearby
2. Police station nearby
3. Built in kitchen sink
4. Home security service
5. Motor car
6. Deep freezer FS
7. Microwave
8. Floor polisher/ Vacuum
9. Washing machine
10. Flooring materials
11. Water source
12. Type of toilet
13. Roof material
14. Number of ‘sleeping rooms’
THE SEM CONTINUUM

ES ✓ RAMS ✓ PAMS ✓
TAMS ✗

Currently divided into ten groups, but users have the flexibility to spread the scores in any way they wish

For example: 0-40; 41-95; 96-100
PROPOSED SUPERGROUPS & CLUSTERS BASED ON WHERE CHANGES IN LIFESTYLE CAN BE NOTED FROM SEGMENT PROFILING

<table>
<thead>
<tr>
<th>SEM 1 Low</th>
<th>SEM 2 Low</th>
<th>SEM 3 Low</th>
<th>SEM 4 Low</th>
<th>SEM 4 High</th>
<th>SEM 5 Low</th>
<th>SEM 5 High</th>
<th>SEM 6 Low</th>
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<tbody>
<tr>
<td>0-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>21-25</td>
<td>26-30</td>
<td>31-35</td>
<td>36-40</td>
<td>41-45</td>
<td>46-50</td>
<td>51-55</td>
<td>56-60</td>
<td>61-65</td>
<td>66-70</td>
<td>71-75</td>
<td>76-80</td>
<td>81-85</td>
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<tr>
<td>86-90</td>
<td>91-95</td>
<td>96-100</td>
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SUPERGROUPS

0-30       31-65       66-100

CLUSTERS

0-15       16-30       31-65       66-85       86-100
From Supergroups to Clusters

Cluster (SEM 0-15) - 22%
Cluster (SEM 16-30) - 19%
Cluster (SEM 31-65) - 33%
Cluster (SEM 66-85) - 16%
Cluster (SEM 86-100) - 10%

KANTAR TNS

The Broadcast Research Council of South Africa

Publisher Research Council
SEM CLUSTERS IN MULLER SPEAK

AMPS 2015 ABRW v ES 2017 BA
### Segment on Category & Plan on Brand

<table>
<thead>
<tr>
<th>SEM 1 Low</th>
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**Note:** The highlighted areas indicate the specific segments and plans for each brand.
### Segment on Category & Plan on Brand

<table>
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<th>SEM 1</th>
<th>SEM 2</th>
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**Note:** The table above represents a segment analysis for different categories and plans across various price ranges. The segments are color-coded to indicate different low and high categories, with prices ranging from 0 to 100.
AMPS_LSM TO ES_SEM

From House to Homes
SEM_Clusters: Home Language

The diagram represents the distribution of home languages across different clusters. Each cluster is labeled with the corresponding cluster number and shows the percentage of individuals who speak English, Afrikaans, or an Indigenous language. The colors used are:
- Yellow for English
- Blue for Afrikaans
- Red for Indigenous

Cluster 1 has 95% Indigenous speakers, 2% Afrikaans, and 3% English.
Cluster 2 has 93% Indigenous speakers, 4% Afrikaans, and 3% English.
Cluster 3 has 80% Indigenous speakers, 13% Afrikaans, and 7% English.
Cluster 4 has 48% Indigenous speakers, 27% Afrikaans, and 25% English.
Cluster 5 has 20% Indigenous speakers, 35% Afrikaans, and 45% English.

The diagram visually shows the dominance of Indigenous languages across all clusters, with varying percentages of English and Afrikaans speakers.
SEM_CLUSTERS AVG. HOUSEHOLD INCOME

Cluster 1 (0-15): R3 918  
Cluster 2 (16-30): R5 506  
Cluster 3 (31-65): R8 371  
Cluster 4 (66-85): R19 366  
Cluster 5 (86-100): R34 938

National Average: R11 076
A Quarter of the People have 60% of the Money
SEM_CLUSTERS: EMPLOYMENT

Cluster 1 (0-15): 59% Not Working, 41% Working
Cluster 2 (16-30): 56% Not Working, 44% Working
Cluster 3 (31-65): 51% Not Working, 49% Working
Cluster 4 (66-85): 44% Not Working, 56% Working
Cluster 5 (86-100): 35% Not Working, 65% Working
SEM_CLUSTERS: AVERAGE AGE

Cluster 1 (0-15) - 33
Cluster 2 (16-30) - 33
Cluster 3 (31-65) - 35
Cluster 4 (66-85) - 39
Cluster 5 (86-100) - 43

National Average 36
**FutureFact: Perception SOL**

Standard of living compared to parents at the same age

<table>
<thead>
<tr>
<th>SEM Cluster</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>47</td>
</tr>
<tr>
<td>2</td>
<td>36</td>
</tr>
<tr>
<td>3</td>
<td>47</td>
</tr>
<tr>
<td>4</td>
<td>42</td>
</tr>
<tr>
<td>5</td>
<td>53</td>
</tr>
</tbody>
</table>

- **Better**
- **About the same**
- **Worse**
- **Don't know**
**FutureFact: Perception Mobility**

Class mobility (shifts compared to parents at the same age)

- **Total:**
  - Class shift same: 50
  - Class shift downwards: 18
  - Class shift upwards: 27

- **SEM Cluster 1:**
  - Class shift same: 55
  - Class shift downwards: 18
  - Class shift upwards: 15

- **SEM Cluster 2:**
  - Class shift same: 53
  - Class shift downwards: 21
  - Class shift upwards: 23

- **SEM Cluster 3:**
  - Class shift same: 54
  - Class shift downwards: 18
  - Class shift upwards: 22

- **SEM Cluster 4:**
  - Class shift same: 47
  - Class shift downwards: 20
  - Class shift upwards: 29

- **SEM Cluster 5:**
  - Class shift same: 45
  - Class shift downwards: 16
  - Class shift upwards: 34
Pay TV & FTH

High Explanatory Value: 98%
Magazines & Newspapers v Digital

No Internet

Ordinary cellphone

Feature phone

Super Group 1

Super Group 2

Internet: Less Often

Internet: Several times weekly

Internet: Monthly

Internet: Once a week

Newspaper: Printed

Super Group 3

Super Group 4

Super Group 5

Magazine: Printed

Newspaper: On device

Magazine: On device

High Explanatory Value: 100%
Daily Newspaper Titles: Printed Format
Weekly Newspaper Titles: Printed Format

Super Group 1
- Ilanga (Mon + Thur)
- Soccer Laduma (Wed)
- Sunday Sun

Super Group 2
- Weekend Post (Sat)

Super Group 3
- magazine: Printed

Super Group 4
- Pretoria News WE

Super Group 5
- Saturday Citizen
- Sunday Times

Magazine: On device
- Saturday Dispatch
- The Independent on Saturday
- Mail & Guardian (Fri)
- Rapport (Sun)
- WE Witness
- Saturday Star
- WE Argus: Sat
- WE Argus: Sunday

Newspaper: On device
- The Sunday Independent
- Volksblad (Sat)
- Post (Wed)
- Son op Sondag
Magazine Titles: Printed Format
ES & JICS: The Hub & Donor Model