



South African

Audience Research Foundation

NPC (Non Profit Company) Reg No. 1973/016172/08

SAARF® Attitudes (AMPS Dec 11)



Analysis

- They are based on 100+ attitudinal questions
- Factor Analysis was used resulting in 5 attitude groups
- Each group is made up of several topics
- Each topic is made up of several statements



How can SAARF[®] Attitudes be used?

SAARF[®] attitudinal data is available in three formats :

- Individual Statements
- High and Low Topic Groups
- Attitude Groups



Examples of Individual Statements

- Advertising tells you about the benefits of products and services – Strongly Disagree to Strongly Agree
- Being part of a community is important to me – Not at all applicable to Very applicable
- People who believe that crime is having a negative effect on how people see SA – Not at all similar to Very similar
- Both men and women have to go out to work to provide for their families – Very Untrue to Very True



Attitudinal Topics

- Advertising
- Branding
- Community
- Crime
- Culture
- Education
- Gender Roles
- Employment
- Entertainment
- Environment
- Family
- Financial Indiscretion
- Health Care
- Information Interest
- Innovation Endorsement
- Language
- Loneliness
- Materialism
- Patriotism
- Poverty Concern
- Relationships
- Religion
- Shopping
- Sports
- Status & Fashion
- Technology Endorsement
- Ubuntu
- Xenophobia



Advertising

- I am more likely to buy brands seen or heard advertised – Applicable to self or not applicable to self
- Advertising is a useful source of information about where products can be bought – True or Untrue
- Advertising tells you about the benefits of products and services – Agree or Disagree
- People who try new brands they see or hear advertised – Similar to self or not similar to self



Banks: Top 5 Attitude Topics



ABSA	FNB	Nedbank	Std Bank
1. Religion (51.4%)	1. Innovation (52%)	1. Crime (53.4%)	1. Poverty Concern (52.3%)
2. Environment (51.3%)	2. Environment (51.6%)	2. Environment (52.6%)	2. Crime (52.2%)
3. Crime (49.8%)	3. Ubuntu (51.4%)	3. Patriotism (52.3%)	3. Health (51.4%)
4. Patriotism (49.6%)	4. Crime (50.3%)	4. Religion (52%)	4. Information Interest (51.3%)
5. Family (49.6%)	5. Education (50.2%)	5. Relationships (51.4%)	5. Relationships (51.1%)



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Attitude Groups



Now Generation



- Defining characteristic is that they are interested in owning overt symbols of material success
- Predominantly young and single
- Slightly more females
- Most likely to be found in LSM 1-6 than in LSM 7-10
- They enjoy shopping
- Both fashion and status are of great interest to them



Now Generation

Key attitudes for the Now Generation

- Status
- Materialism
- Entertainment
- Finance
- Shopping
- Branding
- Advertising

See CD for detailed explanations



Nation Builders



- Defining characteristic is that they are collectivists who hold culture and community dear
- They are positive about South Africa
- They like to know what is happening in their community, South Africa and other African countries
- Mostly 50+ years old
- Mostly female
- Mostly lower LSMs



Nation Builders

Key attitudes for Nation Builders

- Community
- Culture
- Language
- Religion
- Family
- Patriotism
- Relationships
- Ubuntu
- Tradition
- Health

See CD for detailed explanations



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Distants



- Defining characteristic is that they are marginalized and out of the mainstream of society.
- They hold old fashioned attitudes concerning the roles of men and women
- For them the past held more promise than the future
- LSM 1-5 is known as Survivors and LSM 6-10 is known as Established
- Straddle all age groups
- Mostly male
- Lowest LSM groups



Distants

Key attitudes for the Distants

- Environment
- Loneliness
- Time

See CD for detailed explanations



Rooted



- Defining characteristic is that they are concerned about social issues such as poverty, crime and education
- They take a harsh view of criminal activity
- They feel that efforts to reduce poverty have been unsuccessful
- Mostly older
- Mostly working full-time (highest employment)
- Mostly higher LSMs



Rooted

Key attitudes for the Rooted

- Poverty
- Crime
- Emancipation
- Education

See CD for detailed explanations



Global Citizens



- Defining characteristic is that they are at the forefront of change and embrace technology and innovation
- They like to be well informed and take note of advertising and brands
- Youngest group
- Next highest employment after rooted (even though many are students)
- Mostly high LSMs



Global Citizens

Key attitudes for the Global Citizens

- Innovation
- Technology
- Employment

See CD for detailed explanations





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Thank You!

