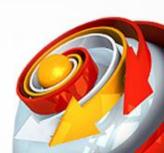# SAARF® Attitudes AMPS 2014BA
(July 2013 – June 2014)

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

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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	Environment (53.1%)	Information (51.4%)	Language (52%)	Technology (51.3%)
2	Xenophobia (51.6%)	Innovation (51.3%)	Ubuntu (51.1%)	Entertainment (50.1%)
3	Crime (51.2%)	Technology (49.8%)	Family (50.9%)	Religion (50%)
4	Health (50.7%)	Environment (49.8%)	Religion (50.9%)	Information (49.9%)
5	Technology (50.6%)	Crime (49.6%)	Community (50.7%)	Health (49.7%)

Attitude Groups

Attitude Groups

Rooted

Now Generation

Nation Builders

Distants

Global Citizens

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
- Care of the environment is low on the Agenda

Now Generation

Key attitudes for the Now Generation

- Shopping
- Status
- Materialism
- Technology
- Entertainment
- Branding
- Advertising

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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

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

- Equally divided between male & females

- Lowest LSM groups

Distants

Key attitudes for the Distants

- Environment

- Loneliness

- Time

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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)
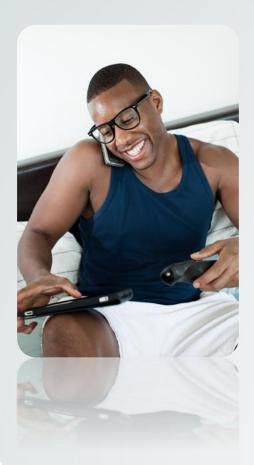
- Mostly higher LSMs

Rooted

Key attitudes for the Rooted

- Poverty
- Crime
- Emancipation
- Education

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