

# SAARF® Attitudes (2009BA)



South African  
Advertising Research Foundation

# 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
- Emancipation / Women's Issues
- Employment
- Entertainment
- Environment
- Family
- Financial Indiscretion
- Health Care
- Information Interest
- Innovation Endorsement
- Language
- Loneliness
- Materialism
- Patriotism
- Poverty Concern
- Relationships
- Religion
- Shopping
- Status & Fashion
- Technology Endorsement
- Tradition
- Ubuntu



# Advertising

- “I am more likely to buy brands that seen or heard advertised” - Ap
- “Advertising is a useful source of information about where products can be bought” - Tr
- Advertising tells you about the benefits of products and services” - Ag
- People who try new brands they see or hear advertised” - Si



# Banks: Top 5 Attitude Topics

ABSA	FNB	Nedbank	Std Bank
1. Religion (51.2%)	1. Technology (54.3%)	1. Crime (55.3%)	1. Technology (53.9%)
2. Environment (50.7%)	2. Information-Interest (51.7%)	2. Technology (53.7%)	2. Relationships (52.6%)
3. Technology(50.5%)	3.Environment (51.3%)	3. Environment (52.9%)	3. Health (52.3%)
4. Crime (50.2%)	4. Education (50.2%)	4. Health(52.4%)	4. Environment (51.4%)
5. Relationships (49.6%)	5. Family (50.2%)	5. Family (49.5%)	5. Crime (51.2%)

**SOURCE: SAARF AMPS 2009BA**

# 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
- Mostly lower LSMs
- High rural component



# 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.
- 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



# 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.
- LSM 1-5 is known as Survivors and LSM 6-10 is known as Established
- Straddle all age groups
- Mostly male



# 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, education, employment and gender roles.
- Mostly older
- Mostly working full-time (highest employment)
- Mostly higher LSMs



# Rooted

## Key attitudes for the Engaged

- 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.
- 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



# Station Profiles



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# Audience Profile of Top 5 Gauteng Stations (one week cume)

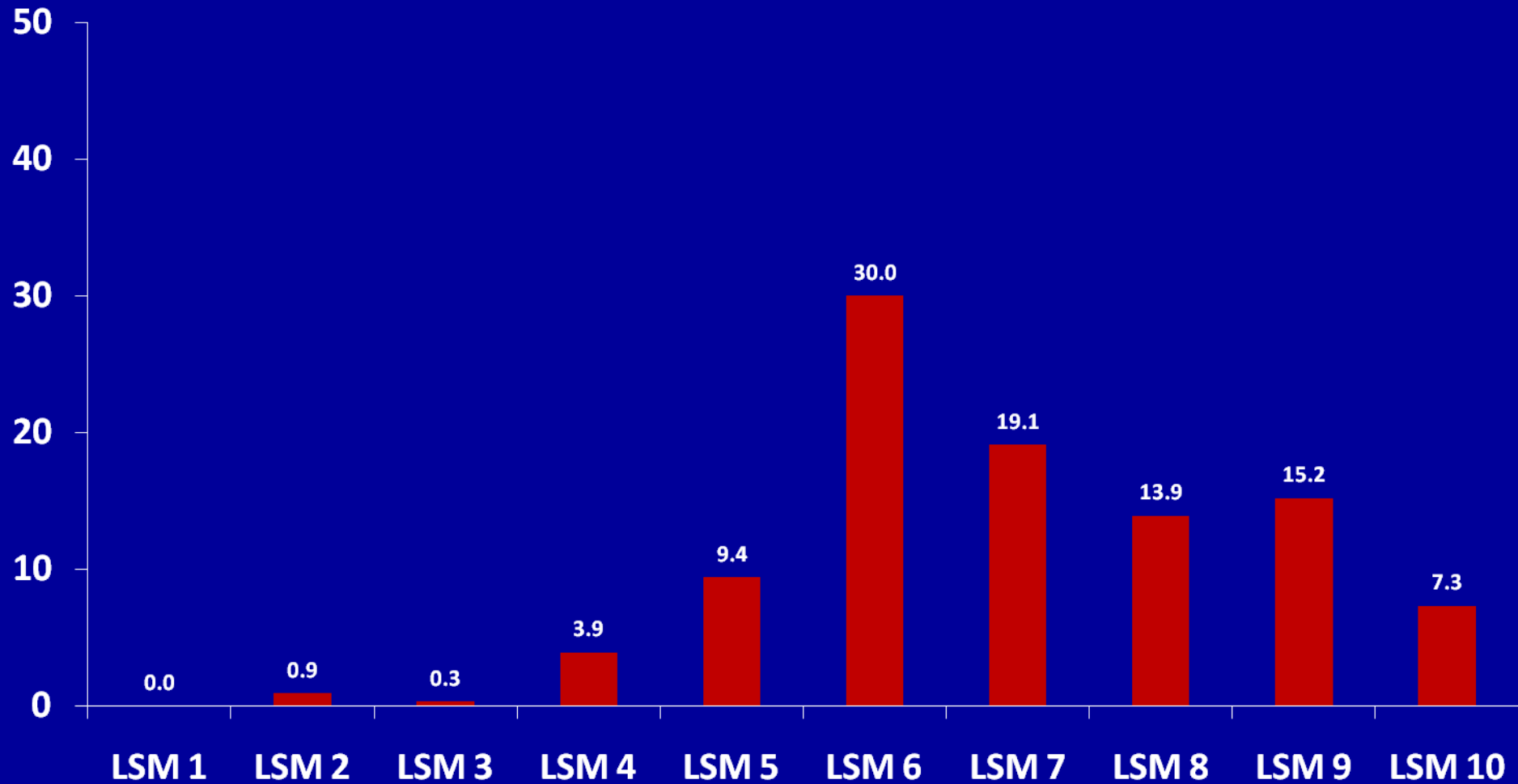


# 1. METRO FM



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# METRO FM – LSM®



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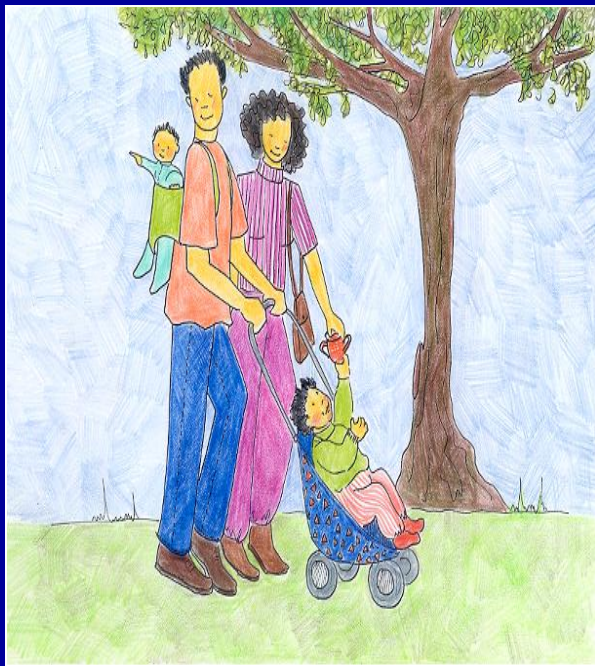


South African  
Advertising Research Foundation



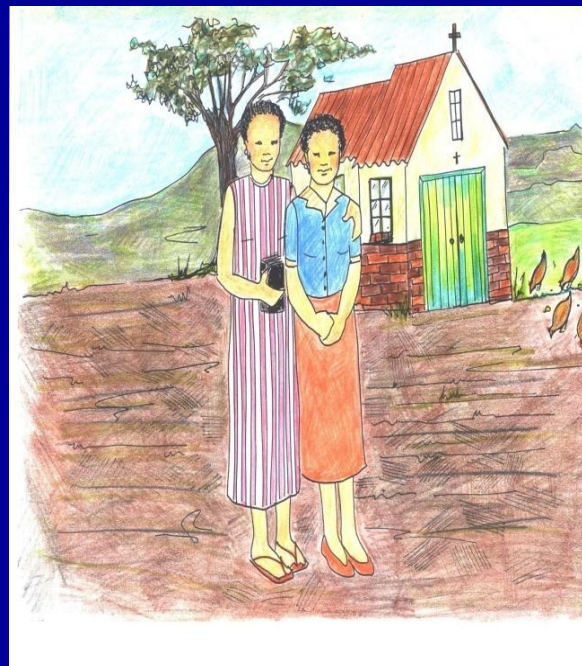
# METRO FM – Lifestage

Young Family



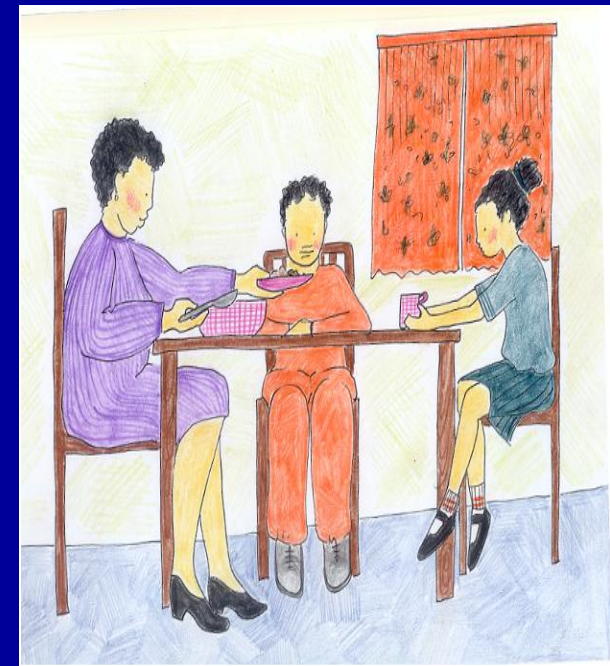
23.5%

At-Home Singles



22%

Single Parents



14.4%

# METRO FM – Lifestyles

**Cell Addicts**



LSM 6-10 (14.9%)

**Traditionals**



LSM 6-10 (13.3%)

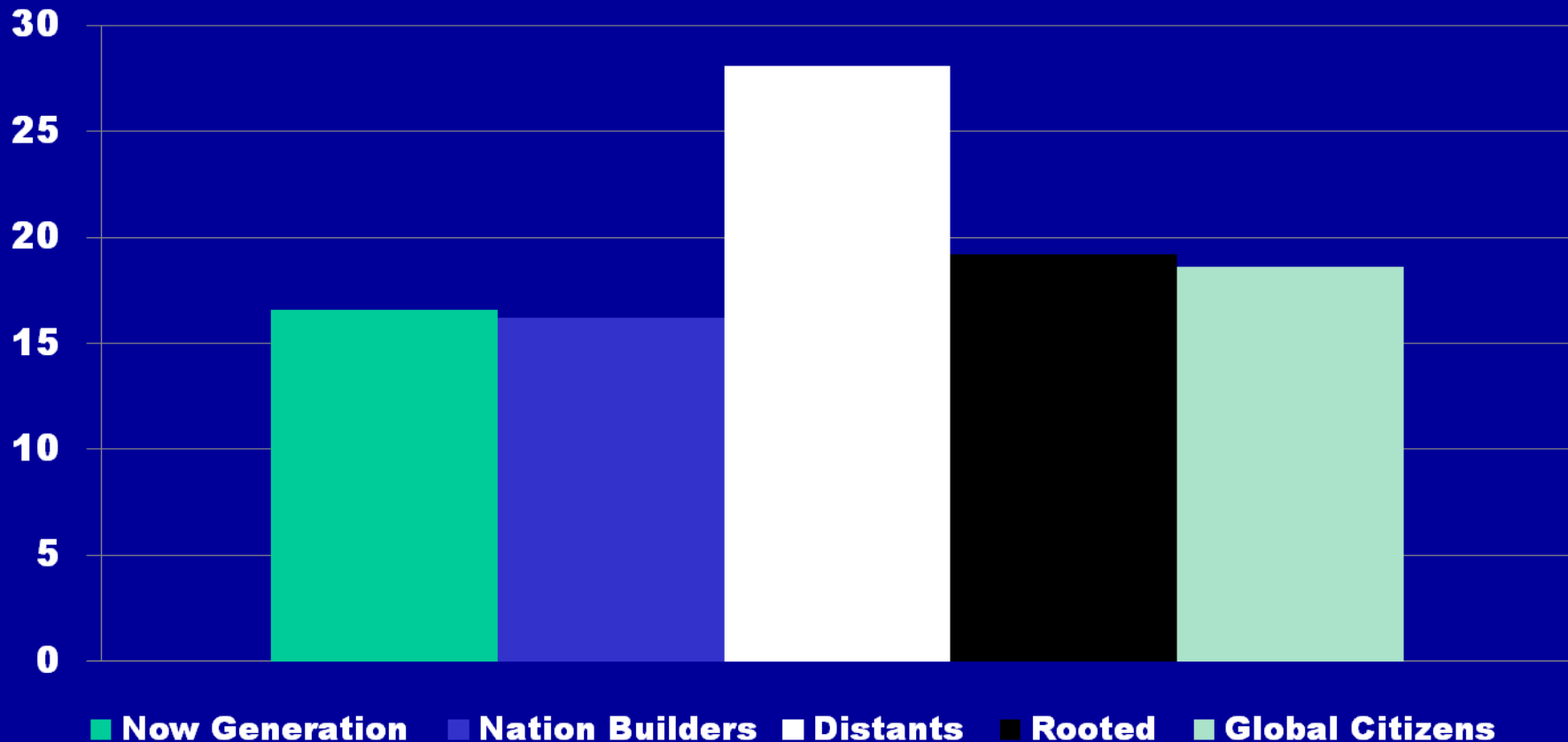
**Studious**



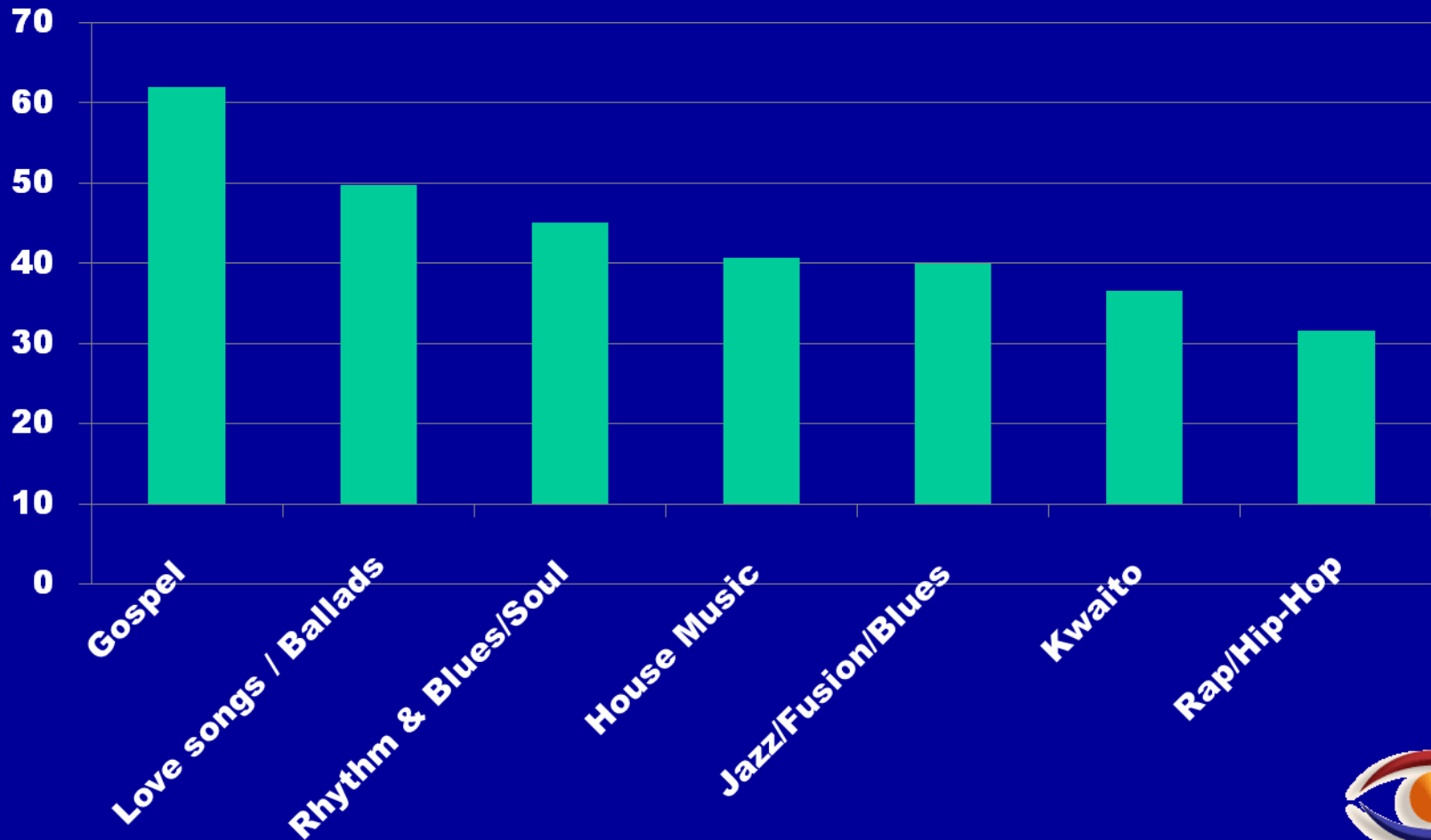
LSM 6-10 (10.1%)



# METRO FM – Attitude Groups



# METRO FM – Types of Music Interested in



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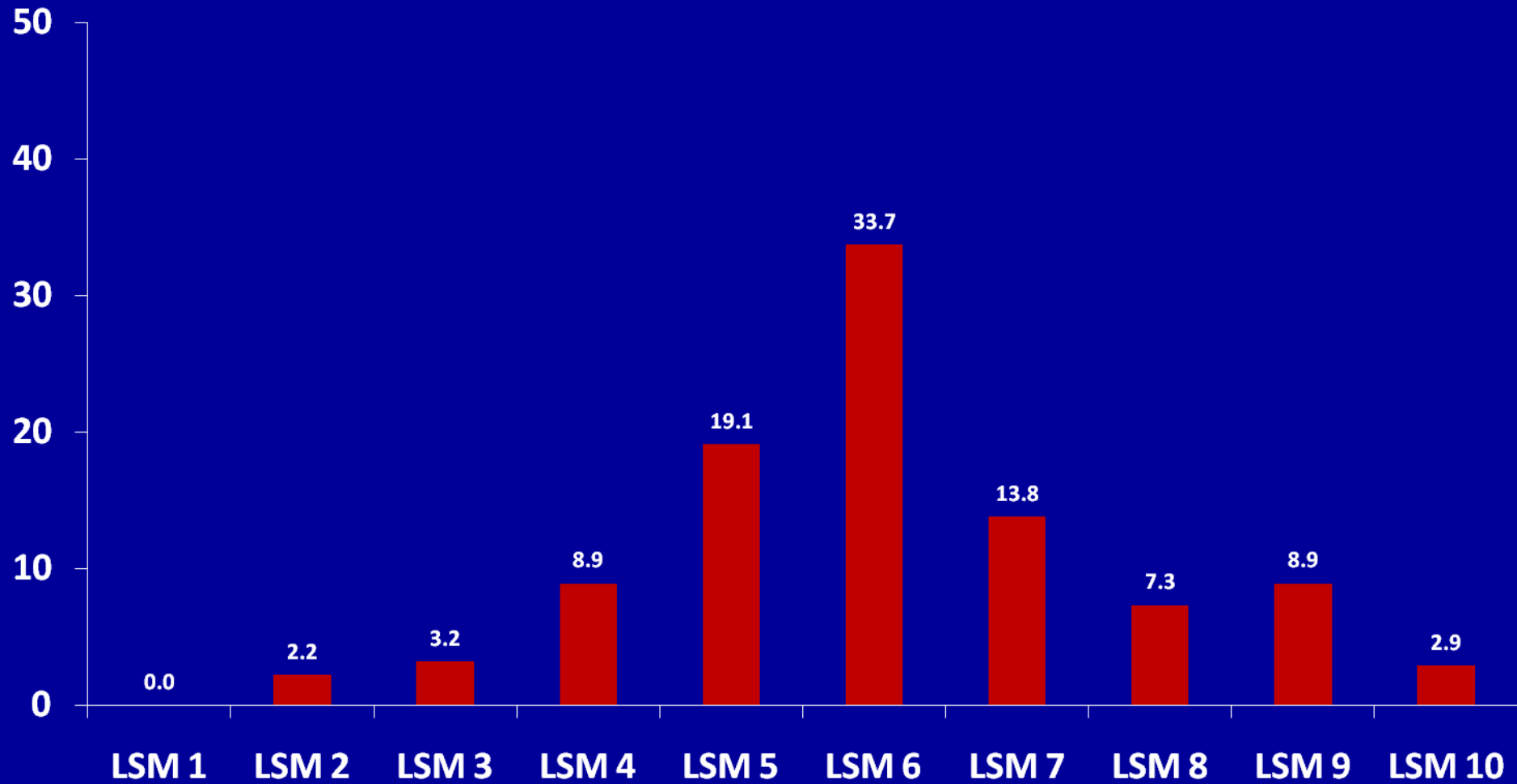
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# 2. LESEDI FM



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# LESEDI FM — LSM®



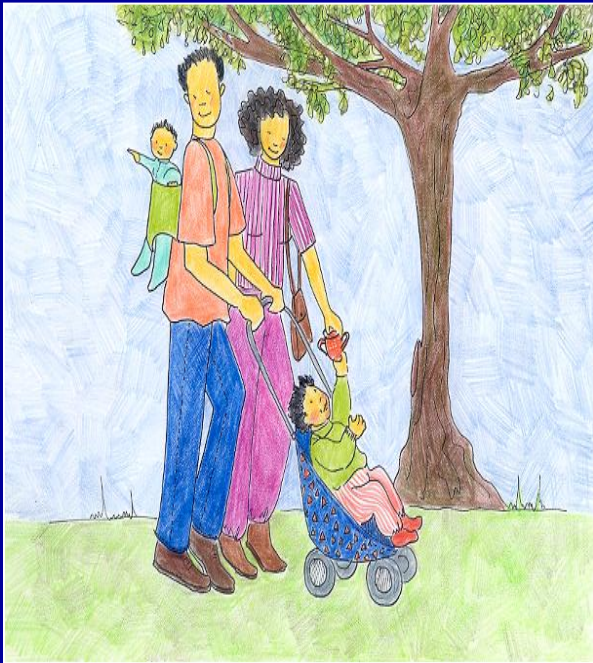
Branded RAMS 2008B – Gauteng Base



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Advertising Research Foundation

# LESEDI FM – Lifestage

**Young Family**



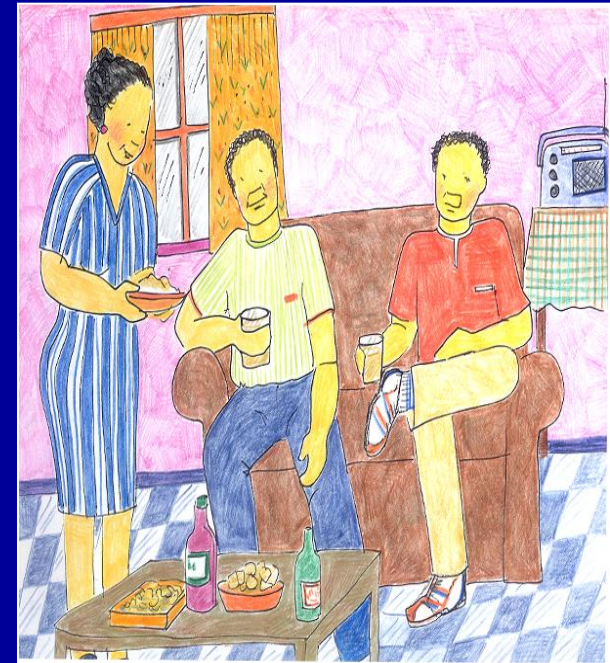
22.7%

**Single Parents**



17.6%

**Mature Singles**



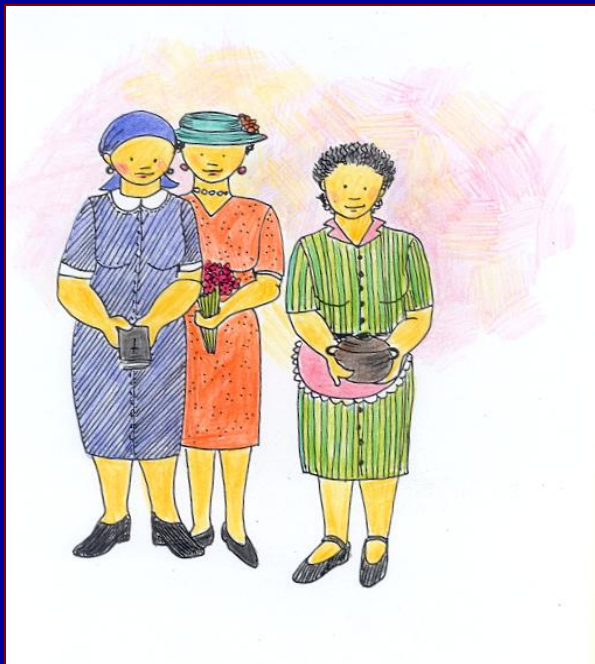
16.1%





# LESEDI FM – Lifestyles

Traditionals



LSM 6-10 (19.5%)

Good Living



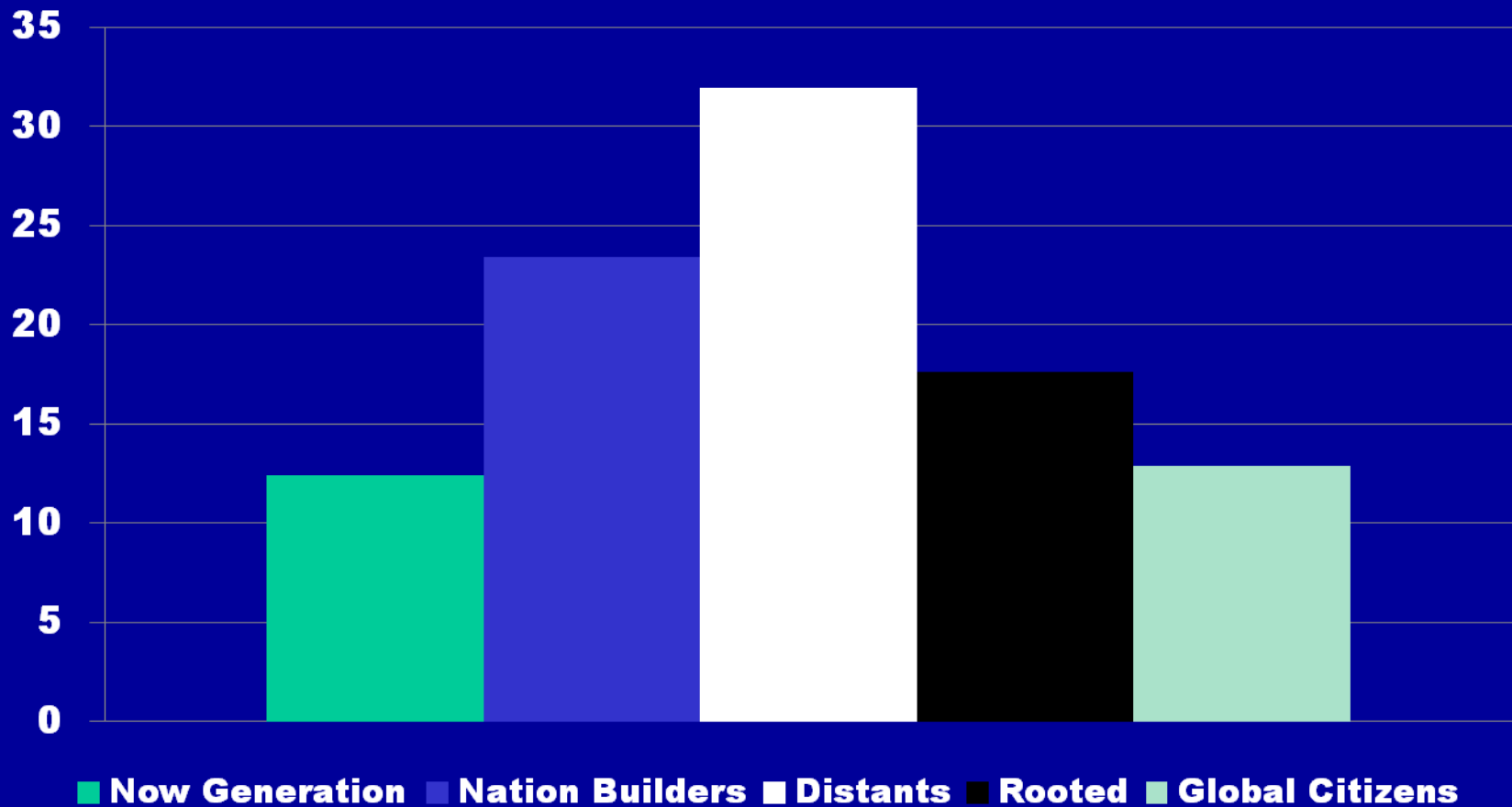
LSM 1-5 (8.7%)

Bars & Betters

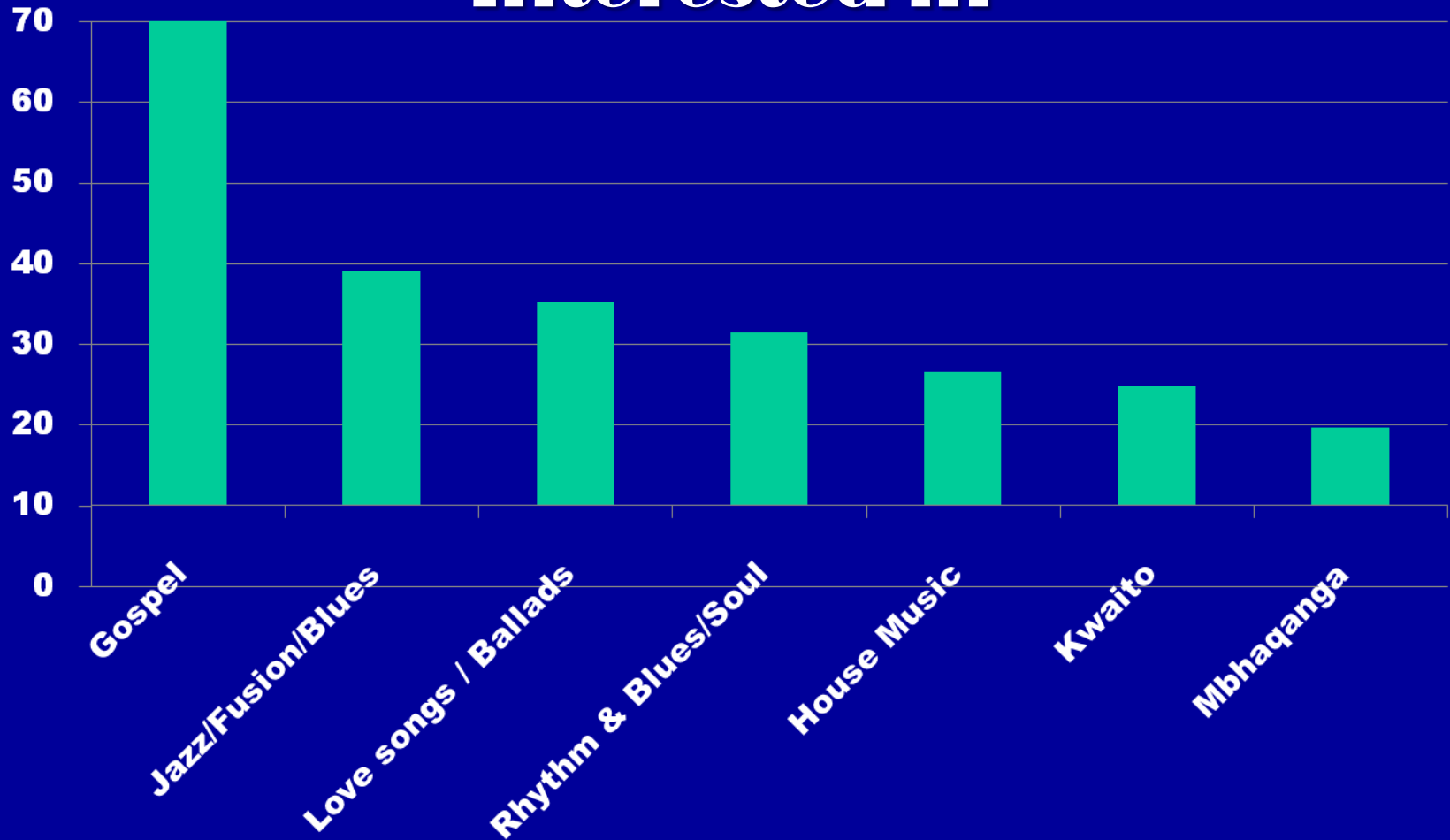


LSM 6-10 (7%)

# LESEDI FM – Attitude Groups



# LESEDI FM – Types of Music Interested in



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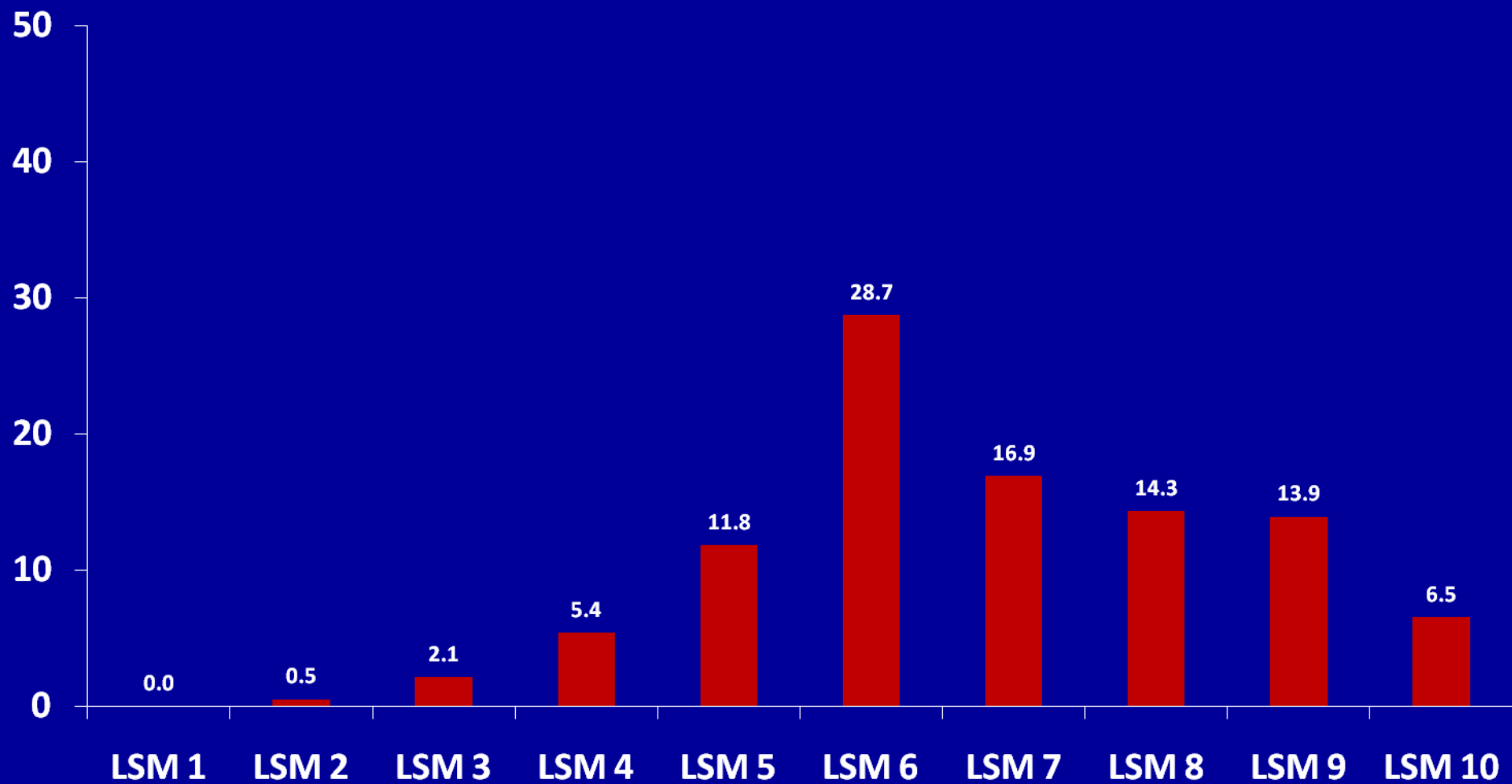


# 3. KAYA FM 95.9



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# KAYA FM 95.9 – LSM®



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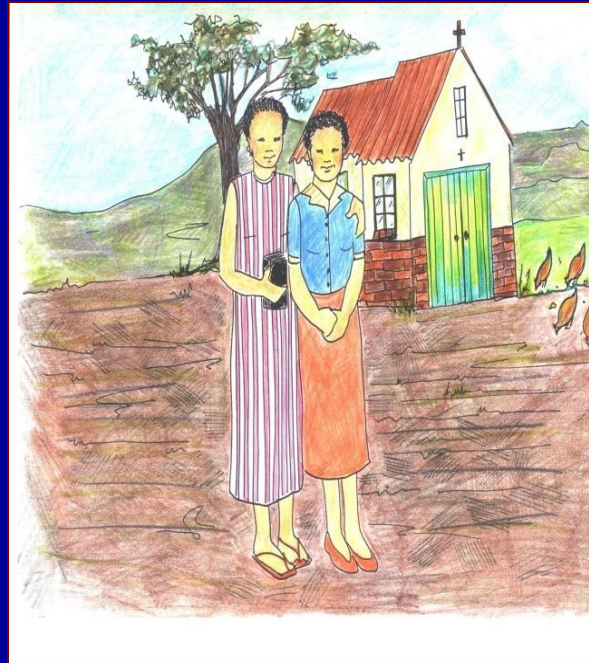
# KAYA FM 95.9 – Lifestage

Young Family



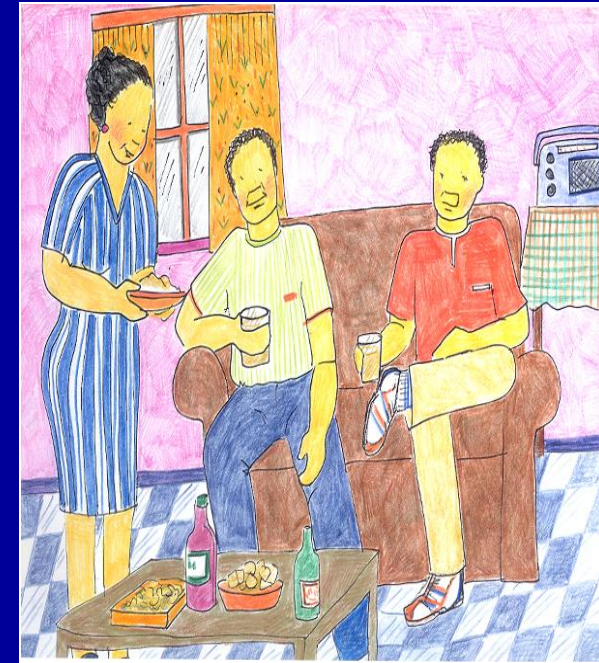
24%

At Home Singles



15.9%

Mature Singles



15.7



# KAYA FM 95.9 – Lifestyles

**Traditionals**



LSM 6-10 (14.5%)

**Cell Addicts**



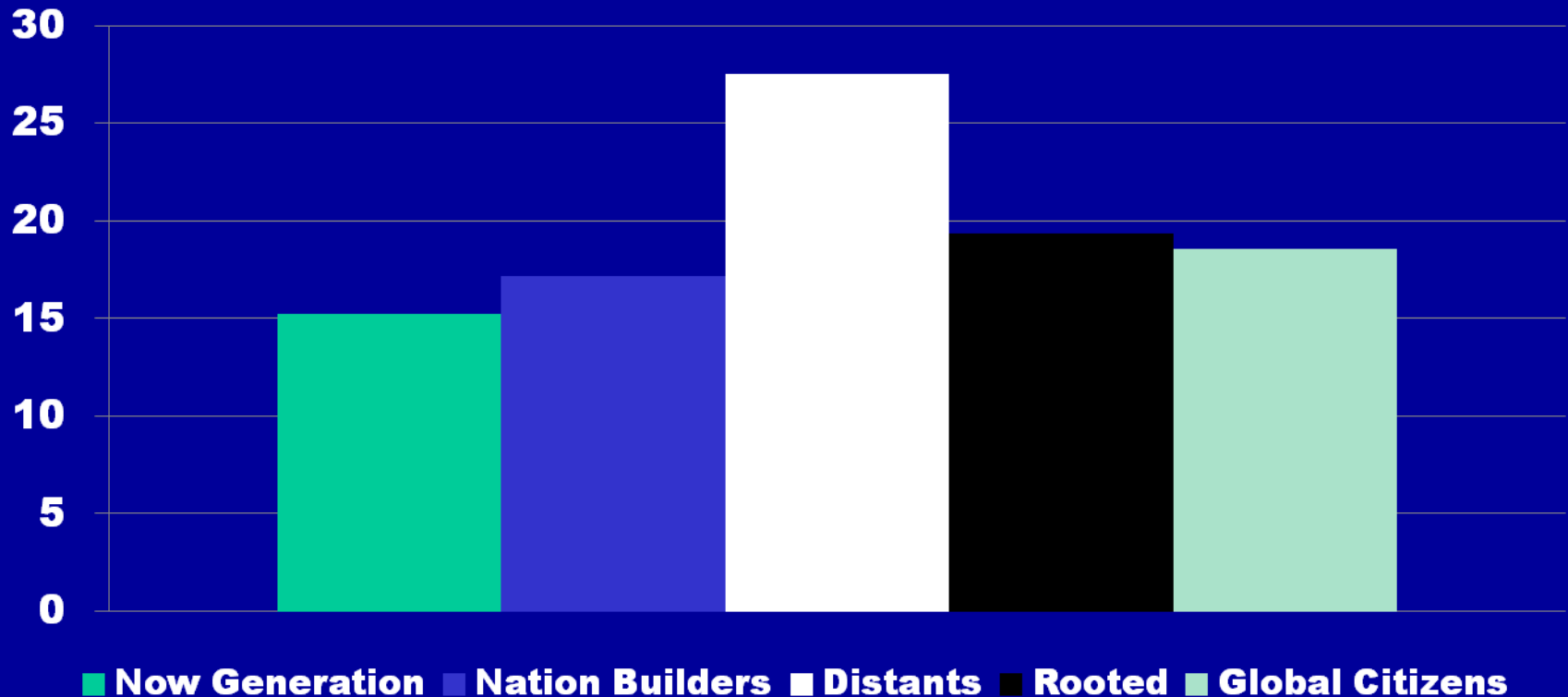
LSM 6-10 (11.9%)

**Bars & Betters**



LSM 6-10 (8.6%)

# KAYA FM 95.9 – Attitude Groups

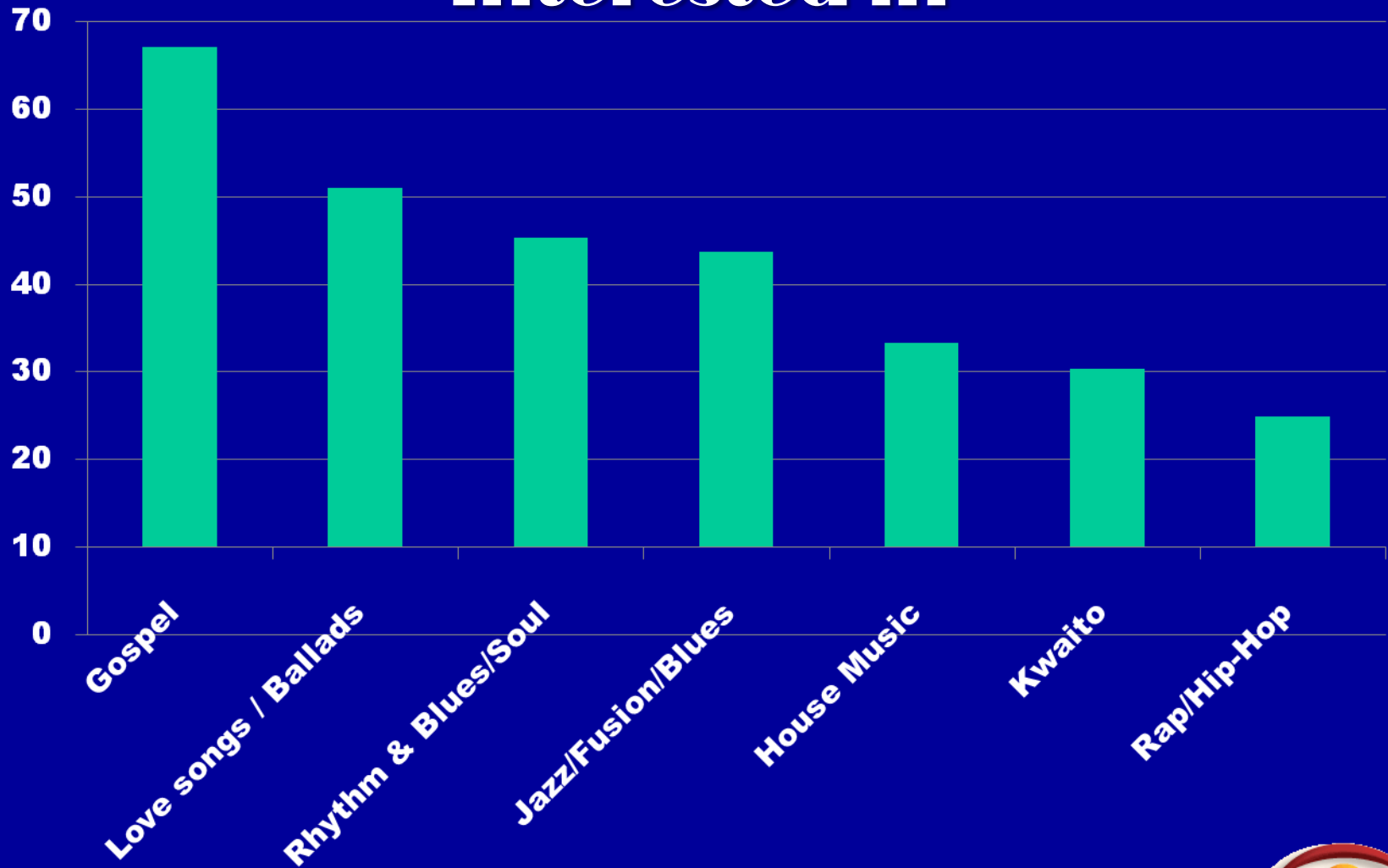


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# KAYA FM 95.9 – Types of Music Interested in



Branded RAMS 2008B – Gauteng Base

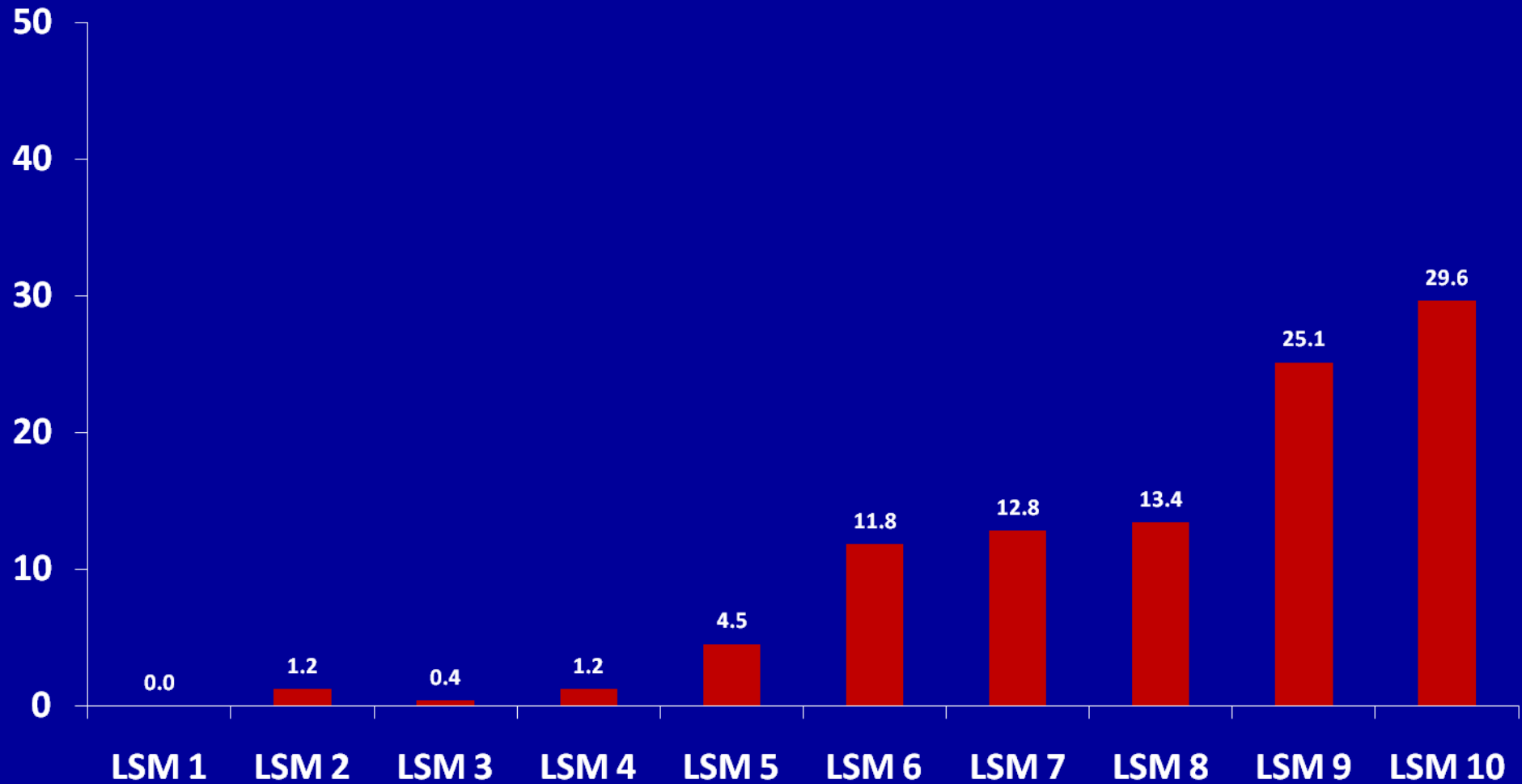


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# 4. 94.7 Highveld Stereo



# 94.7 Highveld Stereo – LSM®



Branded RAMS 2008B – Gauteng Base

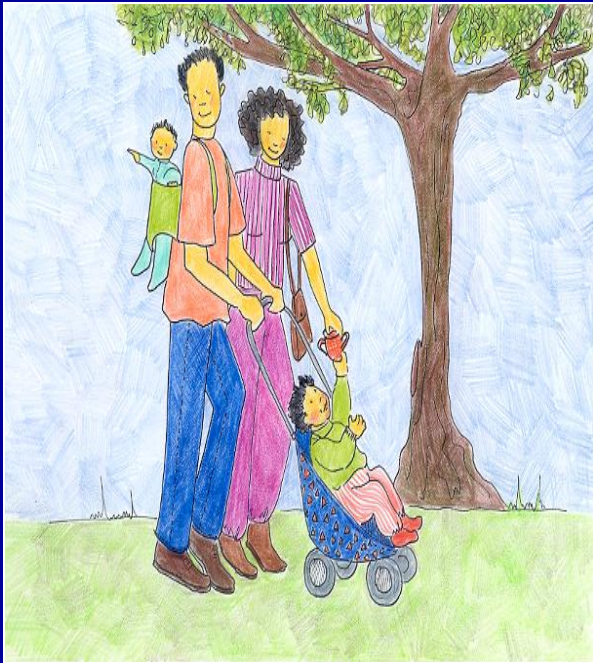


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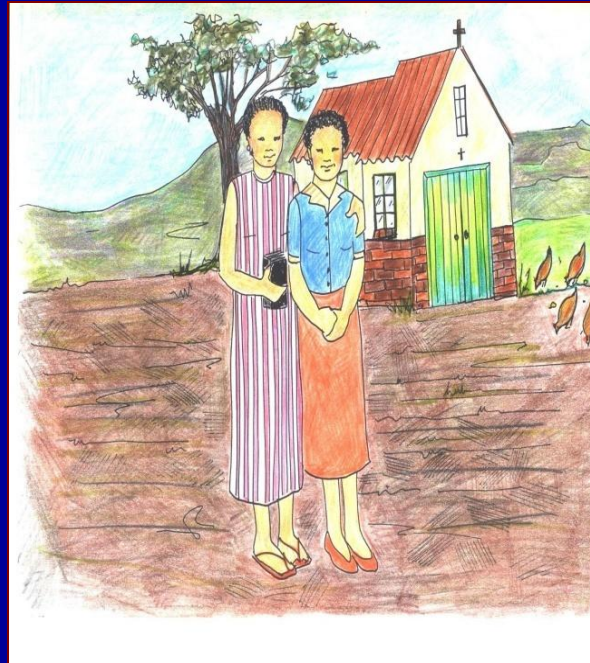
# 94.7 Highveld Stereo – Lifestage

Young Family



26.3%

At-Home Singles



18.1%

Young Couples



10.8%

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# 94.7 Highveld Stereo – Lifestyles

**Cell Addicts**



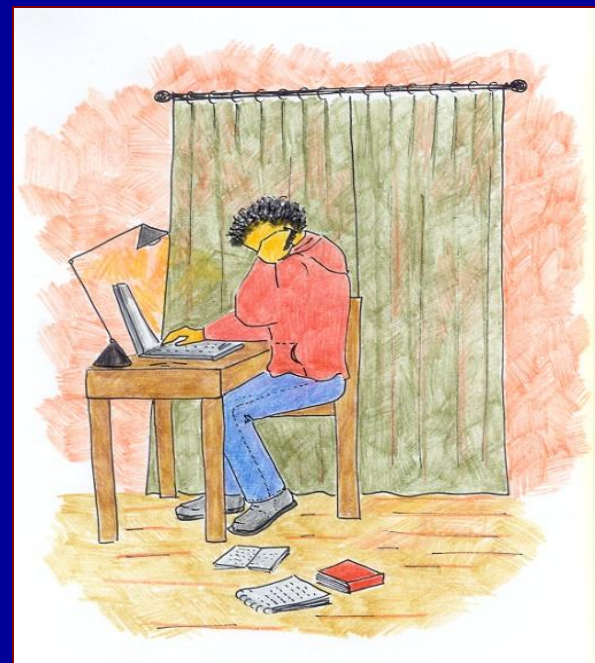
LSM 6-10 (12.9%)

**Body Conscious**



LSM 6-10 (11.8%)

**Gamers**



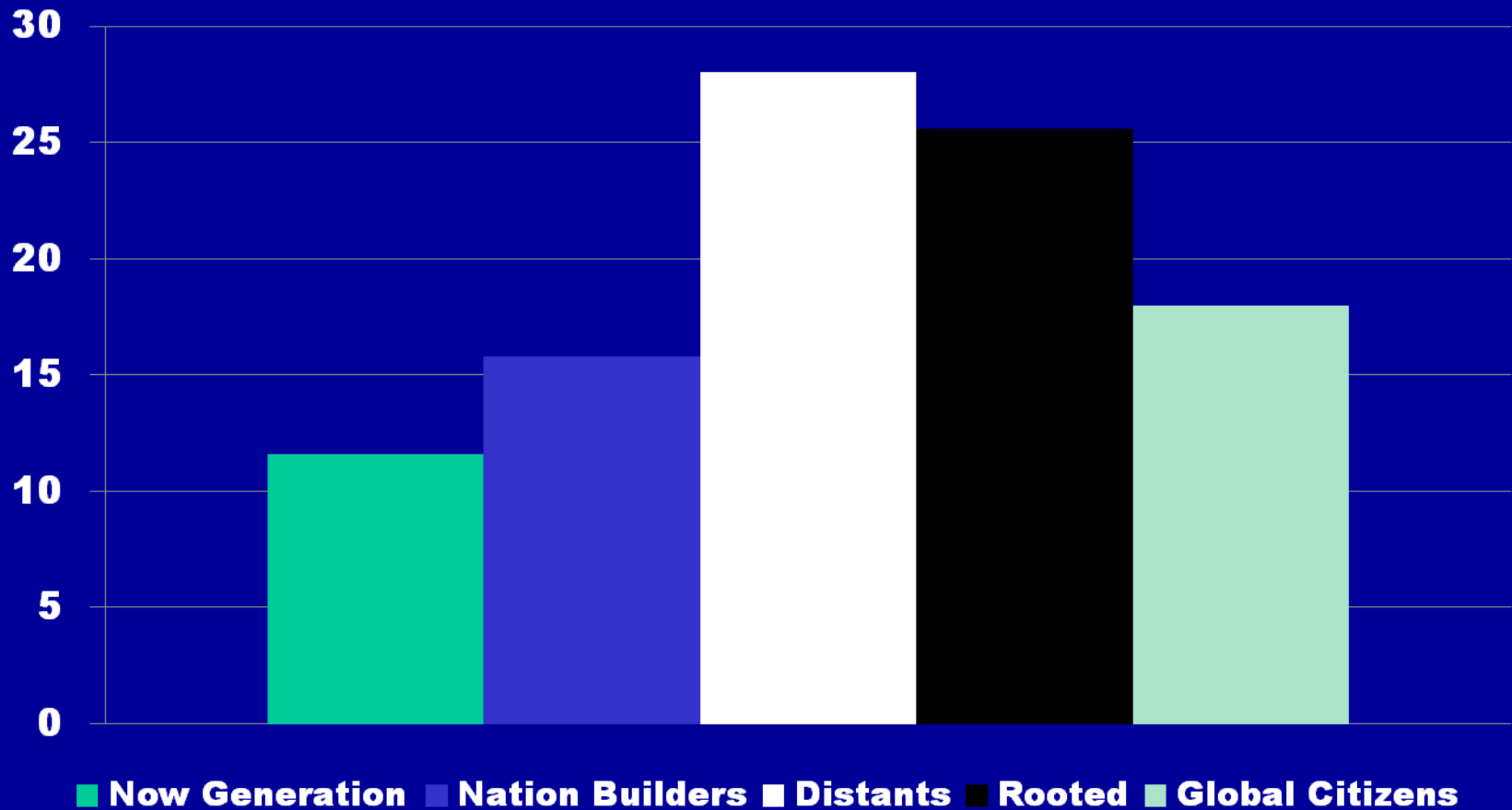
LSM 6-10 (7.6%)

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# 94.7 Highveld Stereo – Attitude Groups

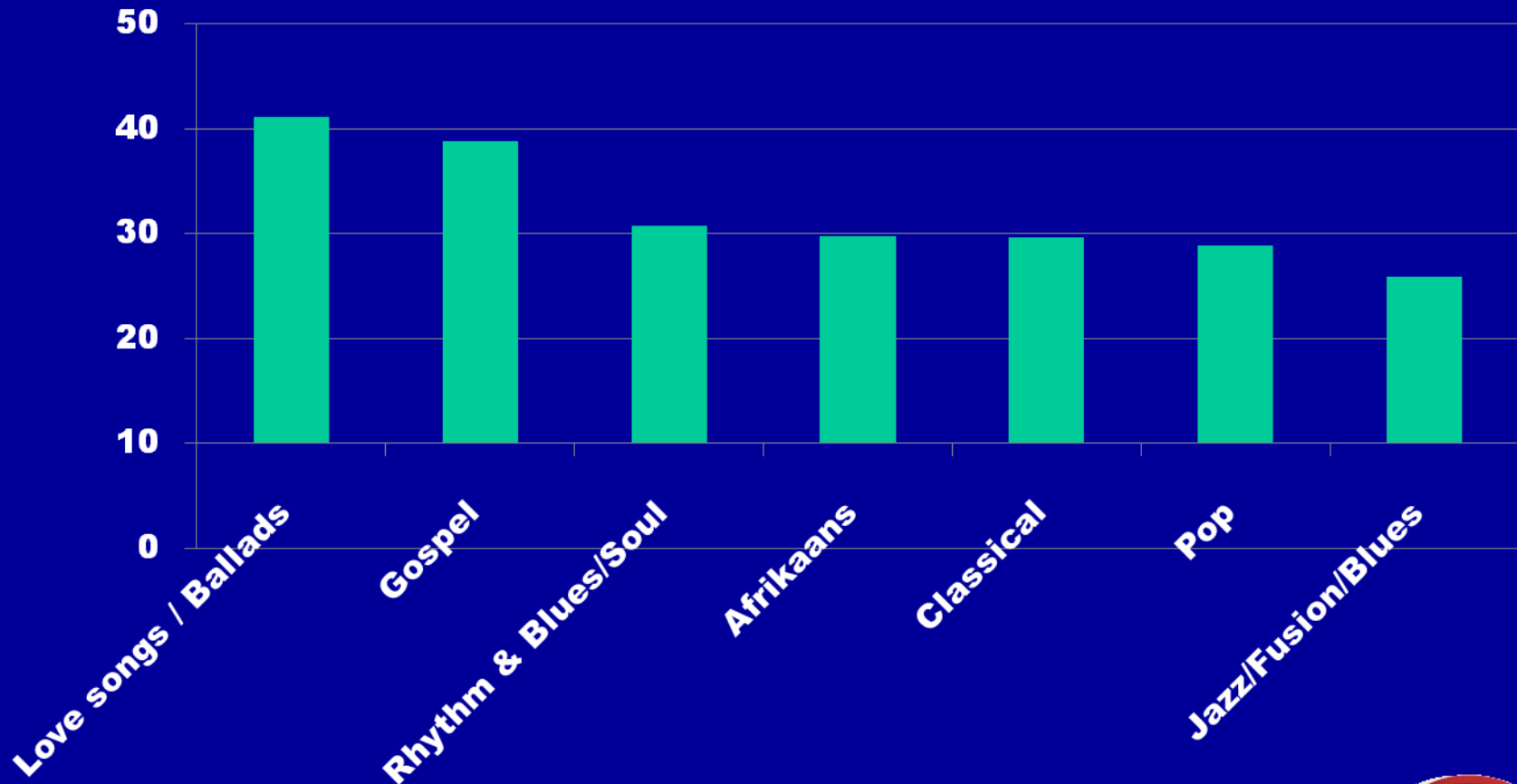


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# 94.7 Highveld Stereo – Types of Music Interested in



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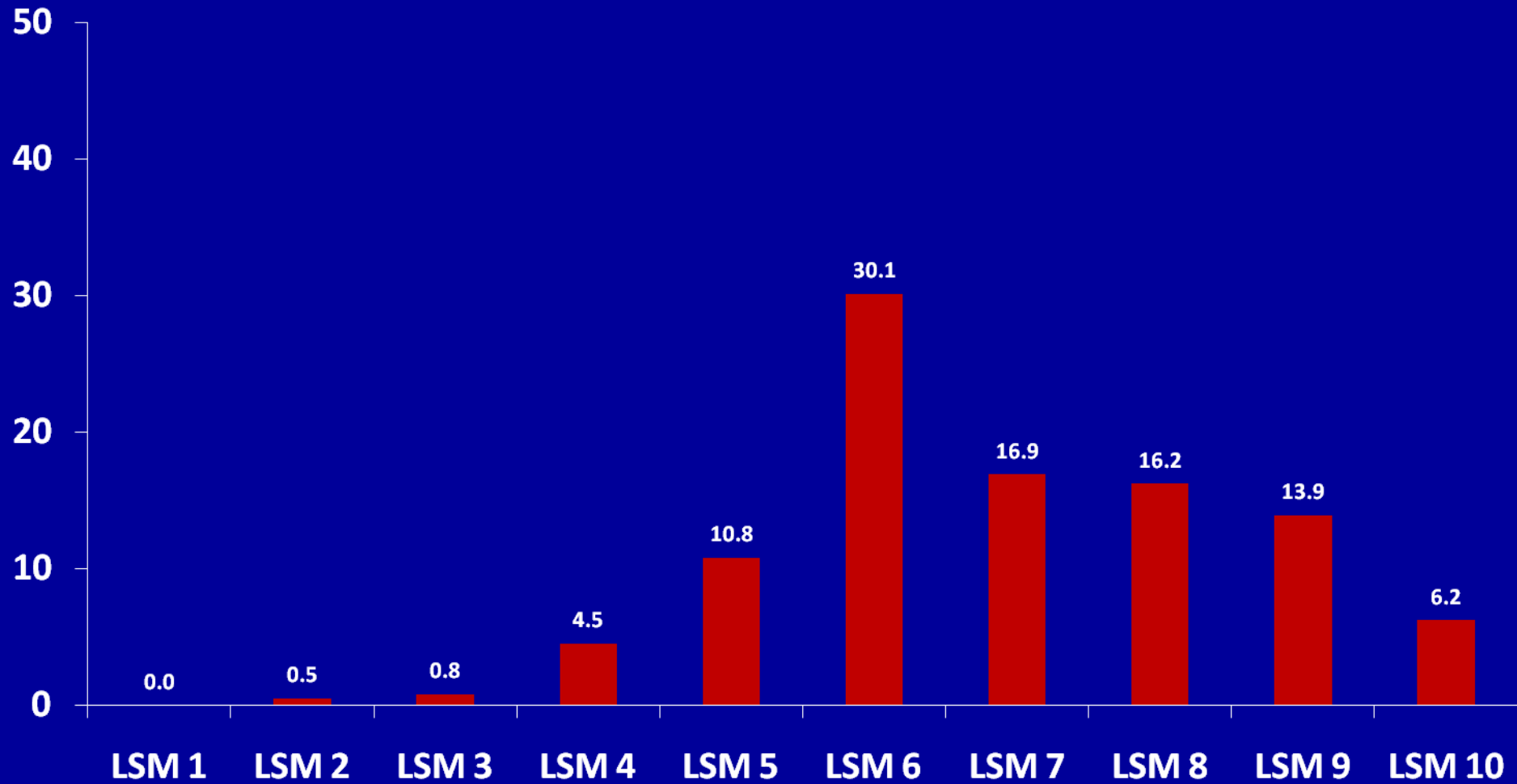
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# 5. YFM 99.2



# YFM 99.2 – LSM®



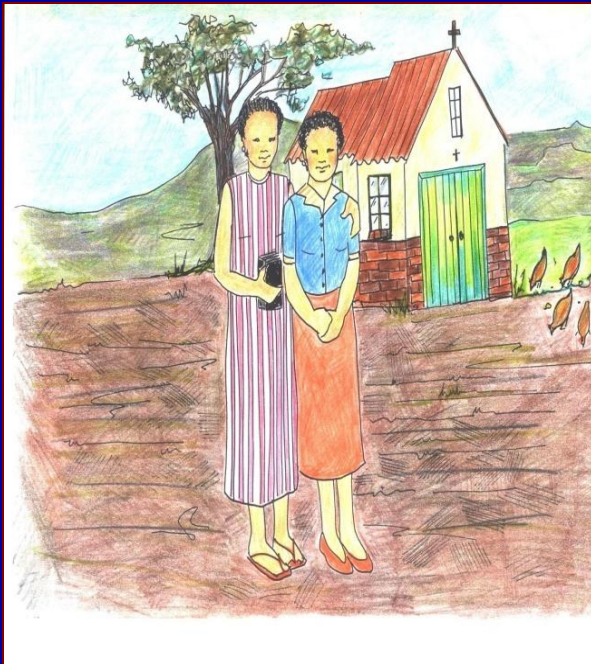
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# YFM 99.2 – Lifestage

At-Home Singles



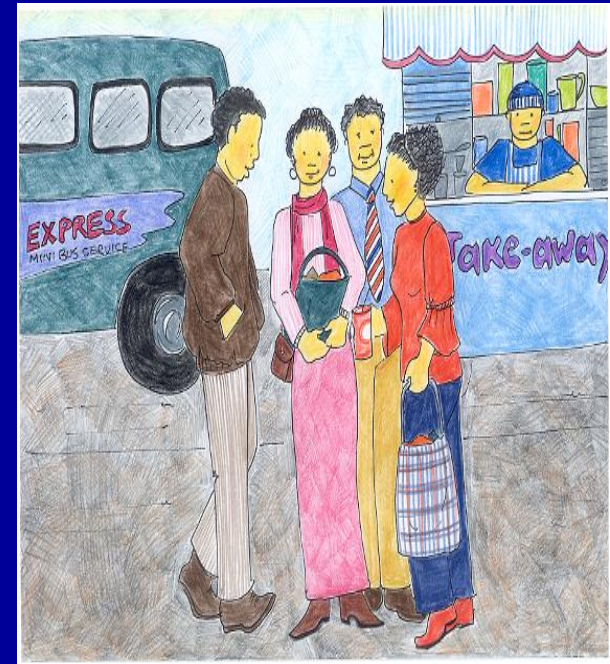
37.1%

Young Family



17.2%

Young Independent  
Singles



15.1%



# YFM 99.2 – Lifestyles

## Cell Addicts



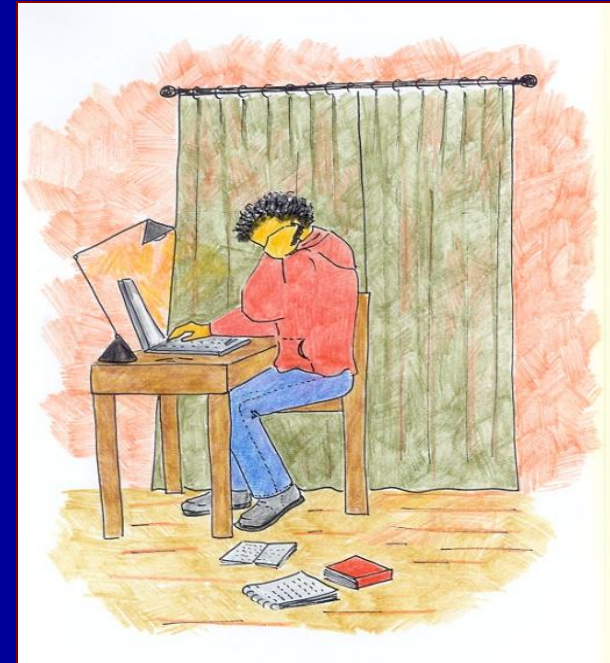
LSM 6-10 (17.4%)

## Traditionals



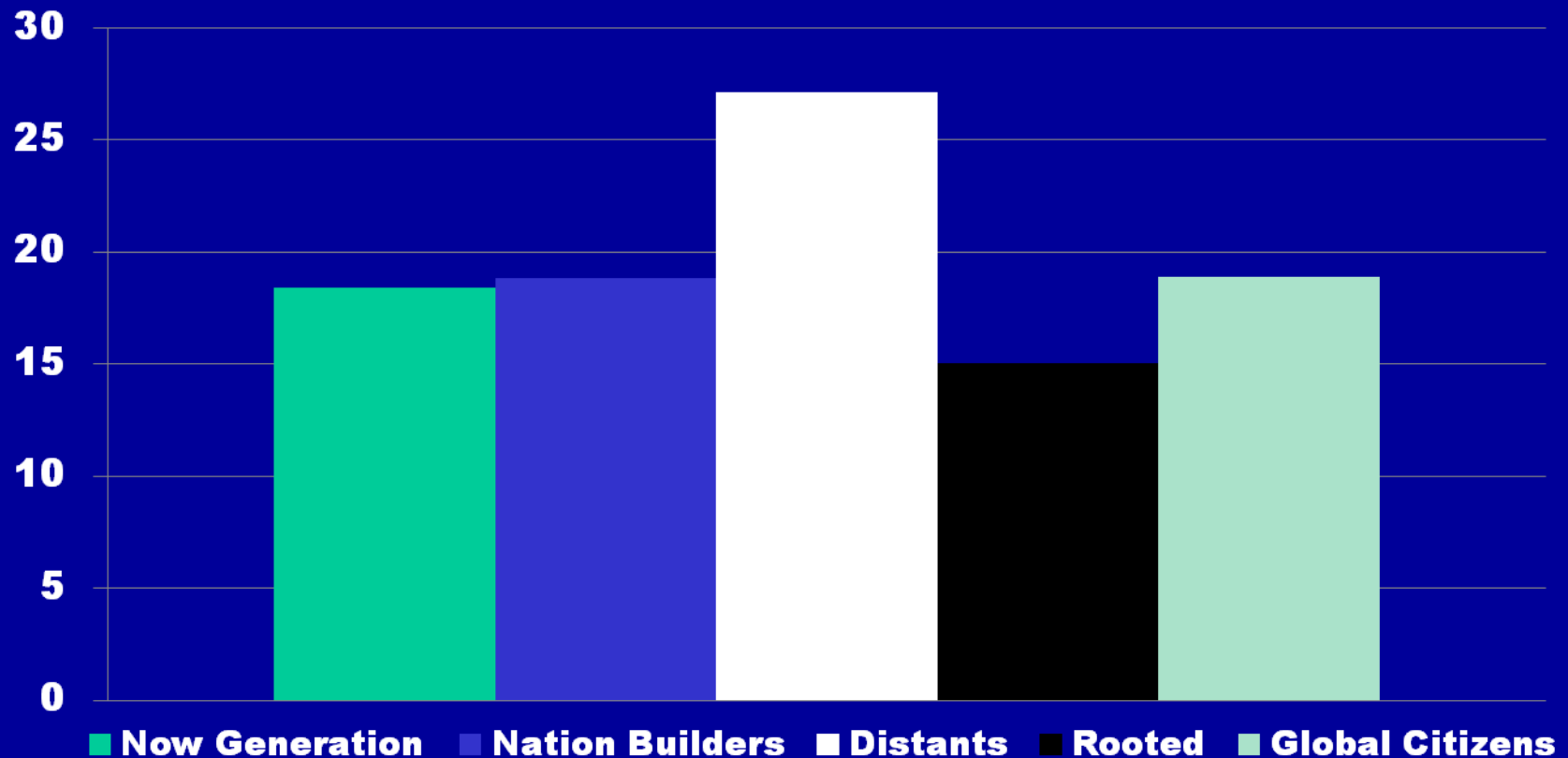
LSM 6-10 (11.3%)

## Gamers



LSM 6-10 (10.1%)

# YFM 99.2 – Attitude Groups

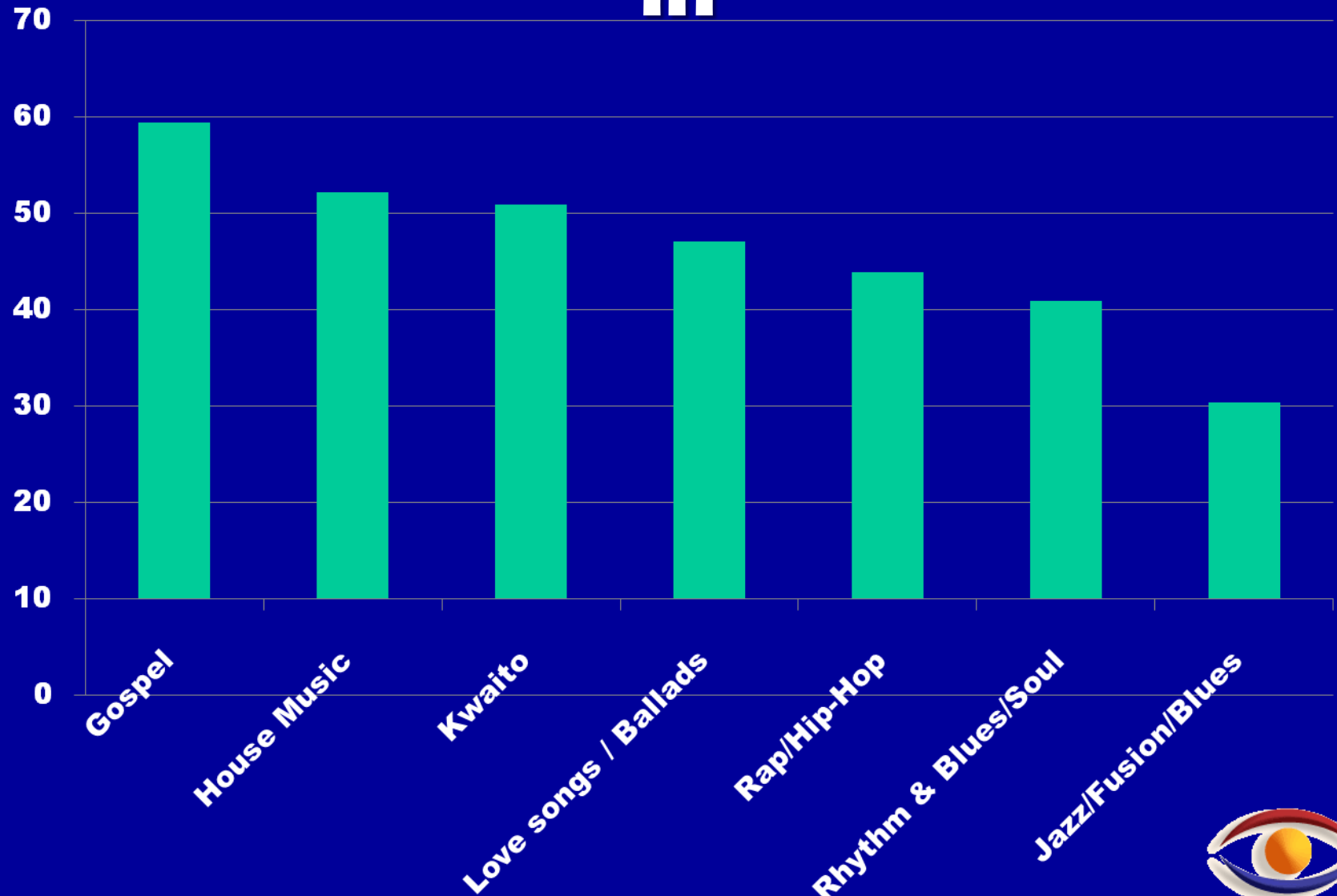


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# YFM 99.2 – Types of Music Interested in



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# Audience Profile of Top 5 Western Cape Stations (one week cume)

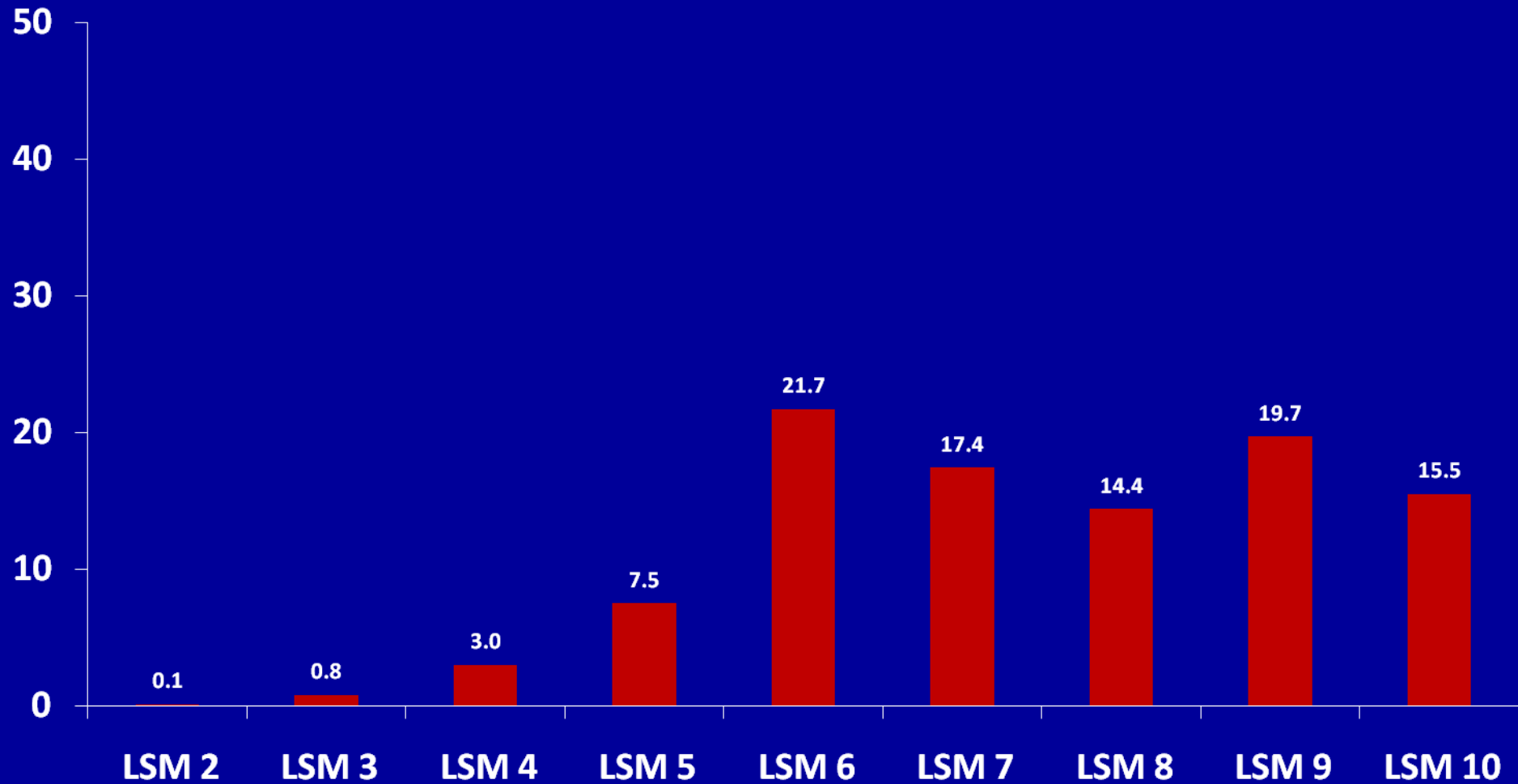


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# 1. 94.5 Kfm



# 94.5 Kfm – LSM®



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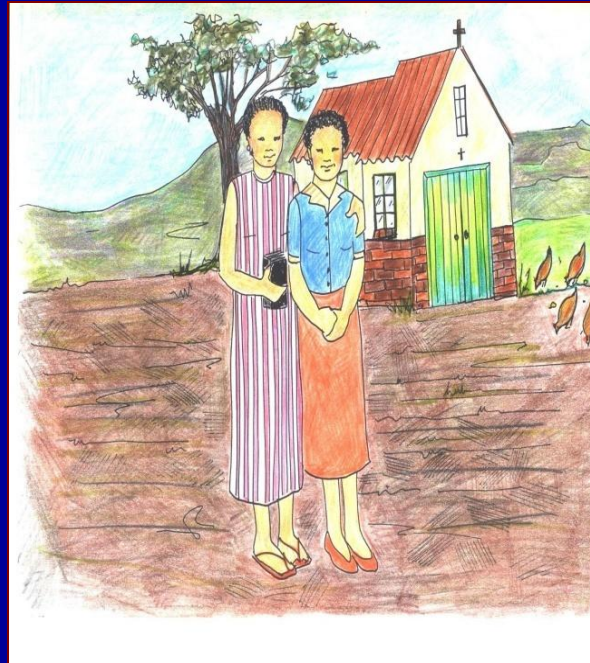
# 94.5 Kfm – Lifestage

**Young Family**



25.1%

**At-Home Singles**



21.3%

**Mature Singles**



13.1%

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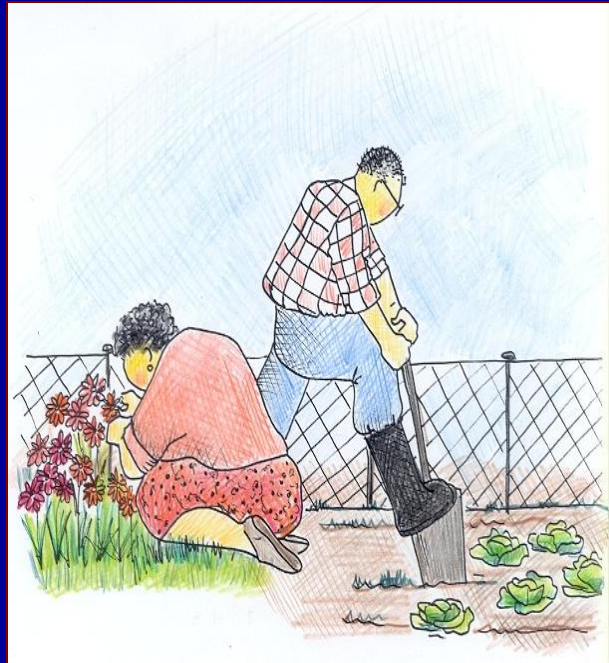
# 94.5 Kfm – Lifestyles

**Cell Addicts**



LSM 6-10 (11.2%)

**Gardeners**



LSM 6-10 (10.3%)

**Home Bodies**



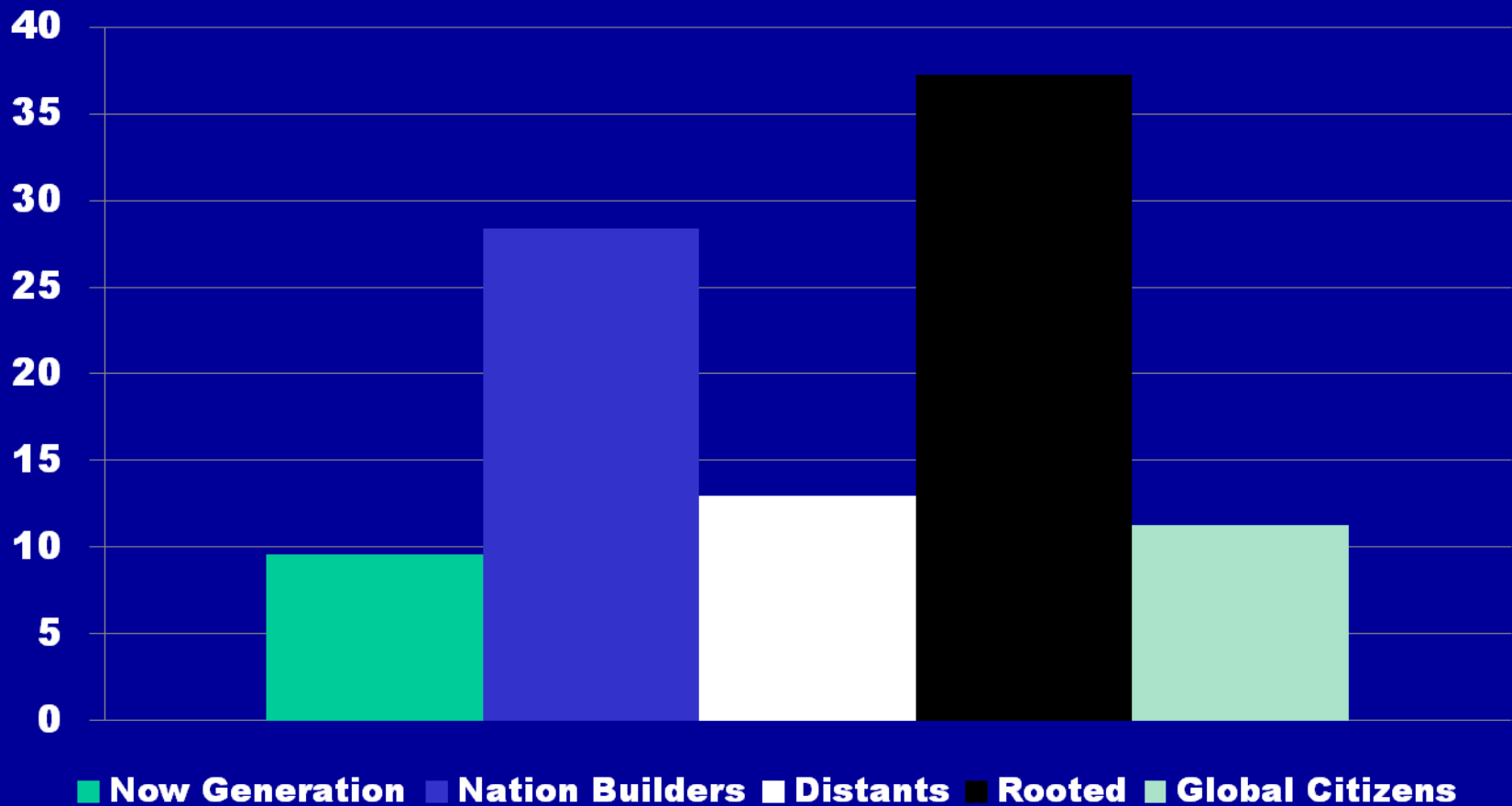
LSM 6-10 (10.1%)

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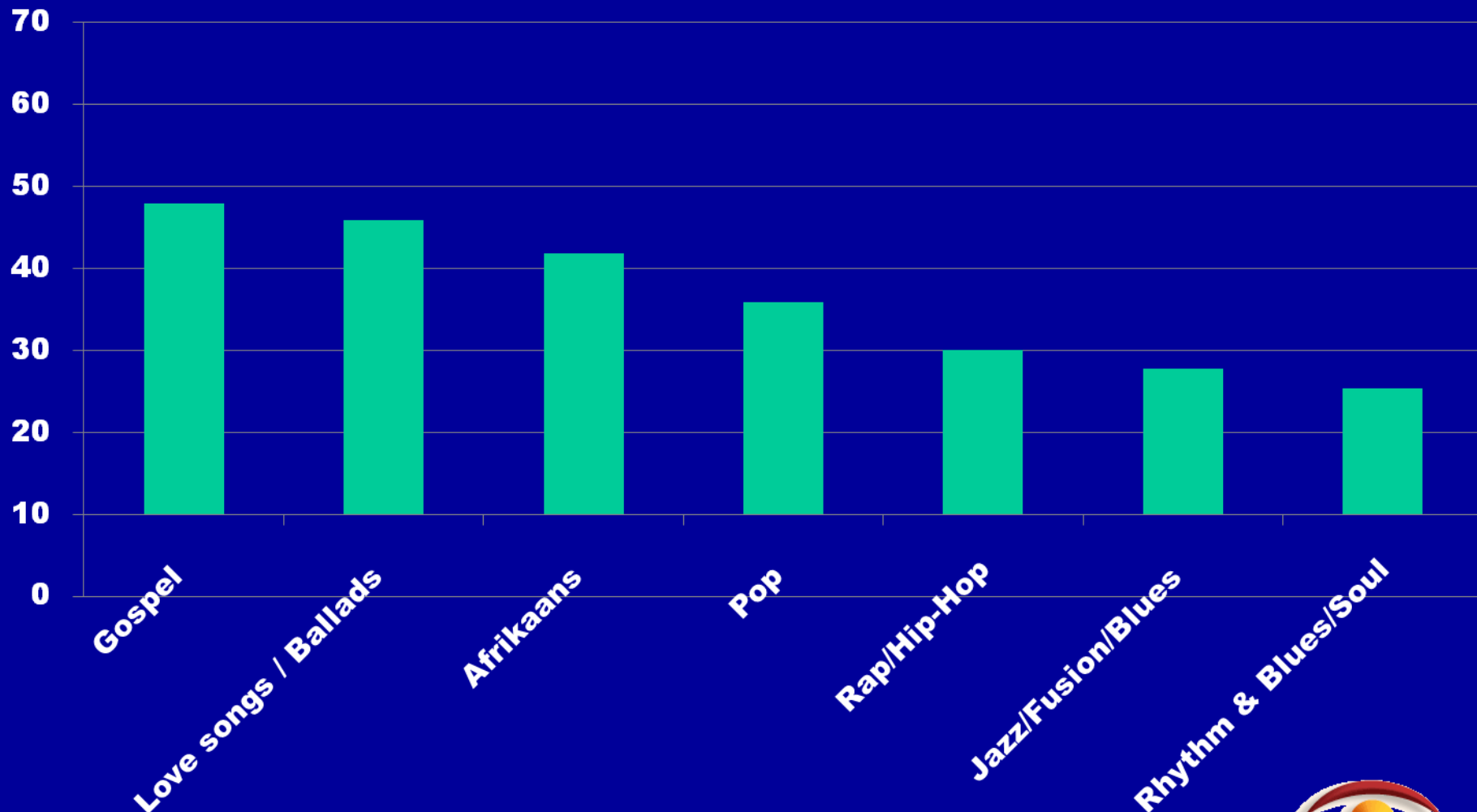
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# 94.5 Kfm – Attitude Groups



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# 94.5 Kfm – Types of Music Interested in



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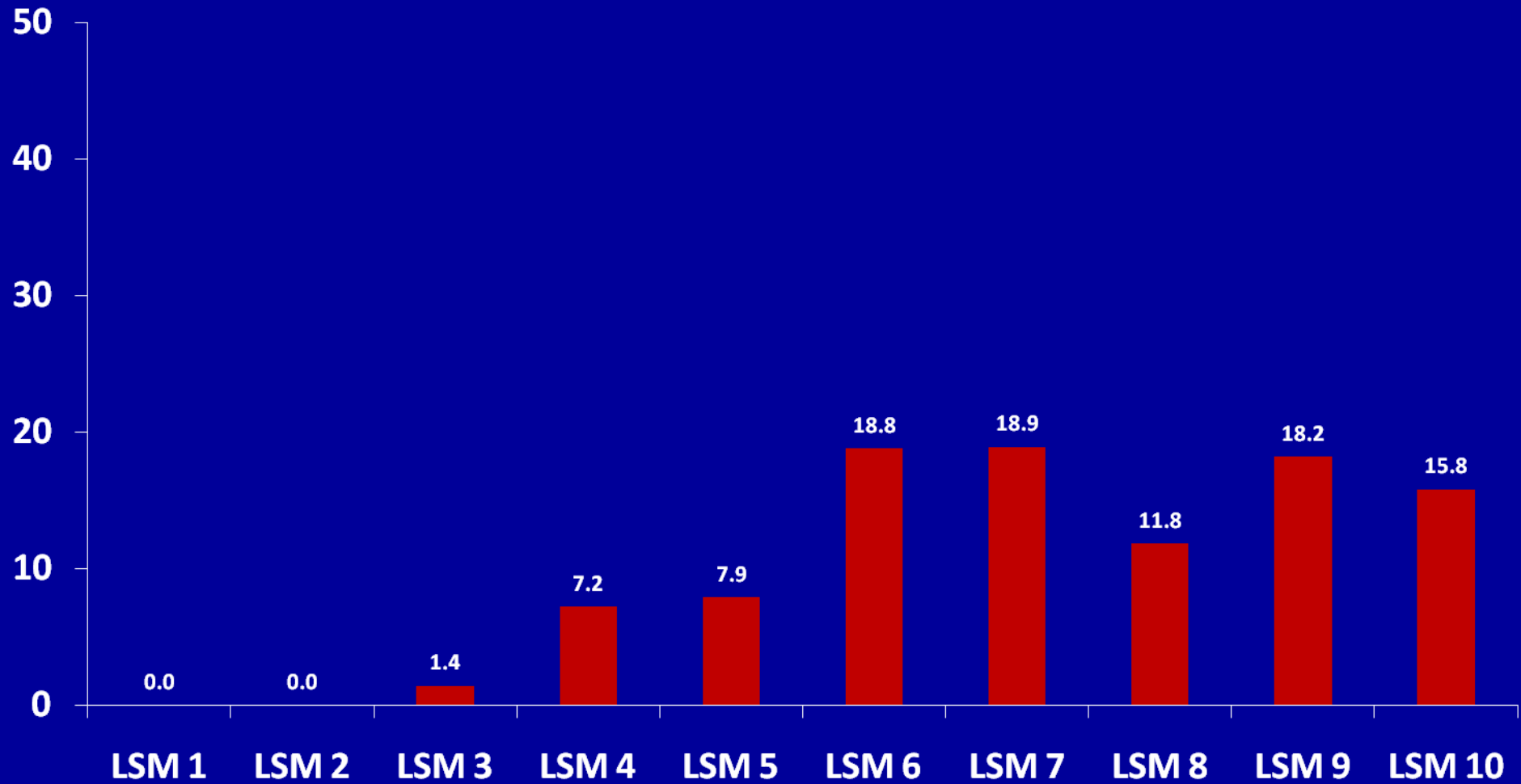


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# 2. RSG



# RSG — LSM®



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# RSG – Lifestage

**Mature Couples**



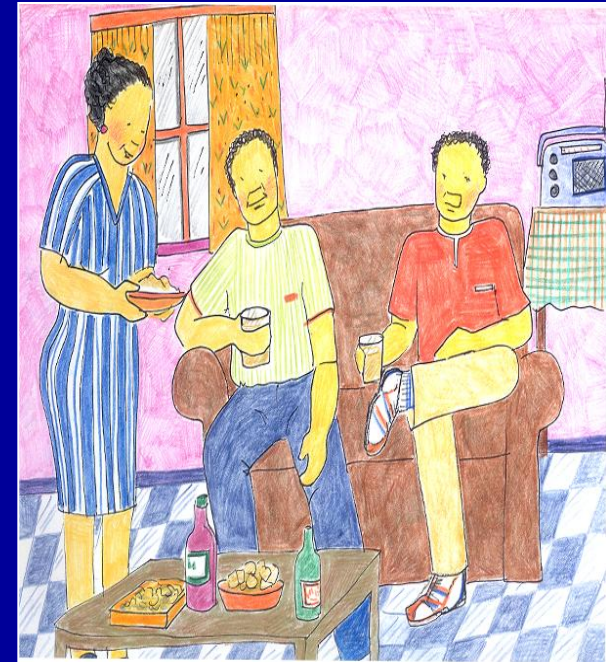
24.5%

**Young Family**



18.9%

**Mature Singles**



17.2%

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# RSG – Lifestyles

Home Bodies



LSM 6-10 (12.7%)

Good Living



LSM 6-10 (11.5%)

Studious



LSM 6-10 (9.3%)

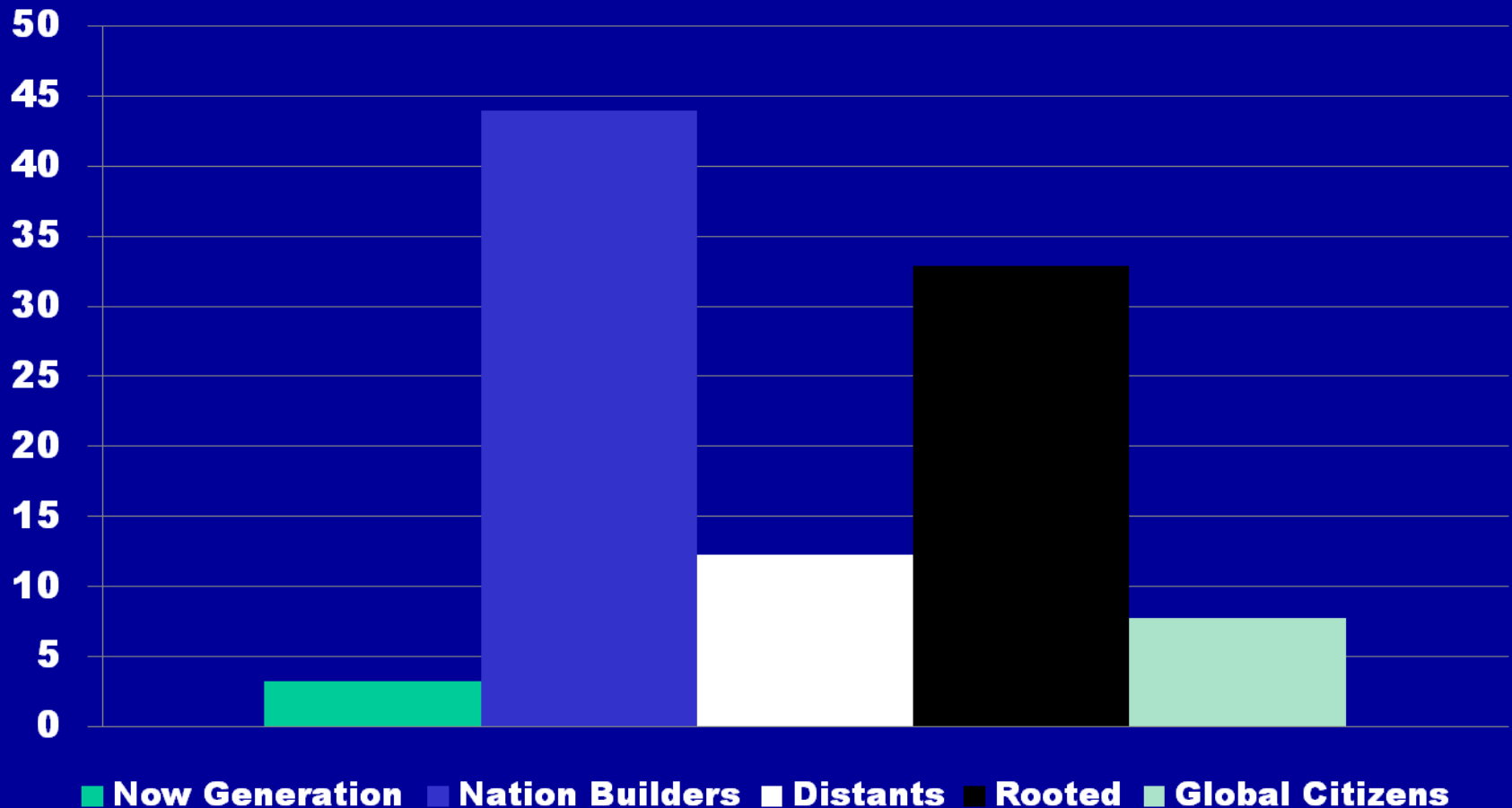
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# RSG – Attitude Groups

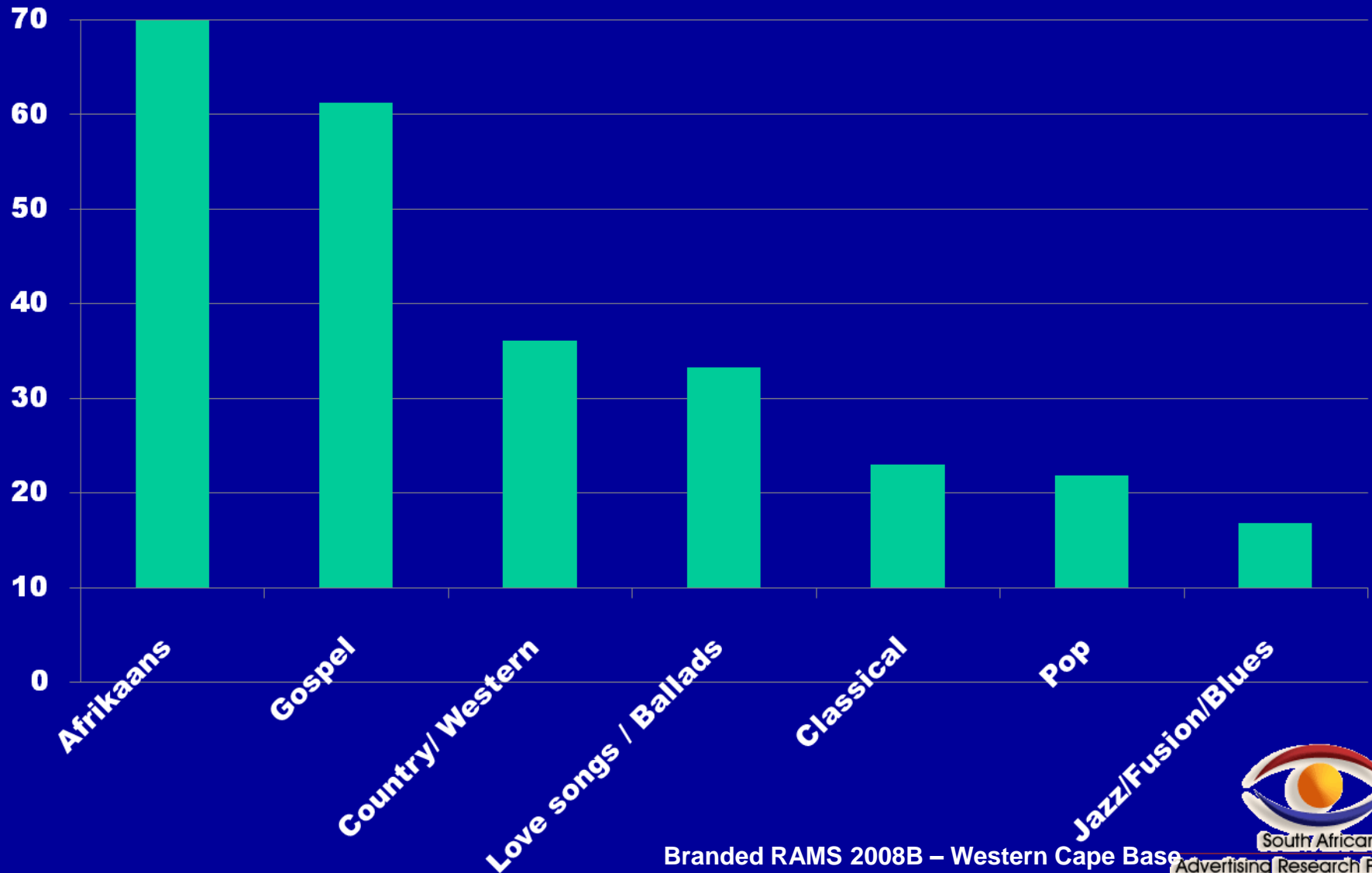


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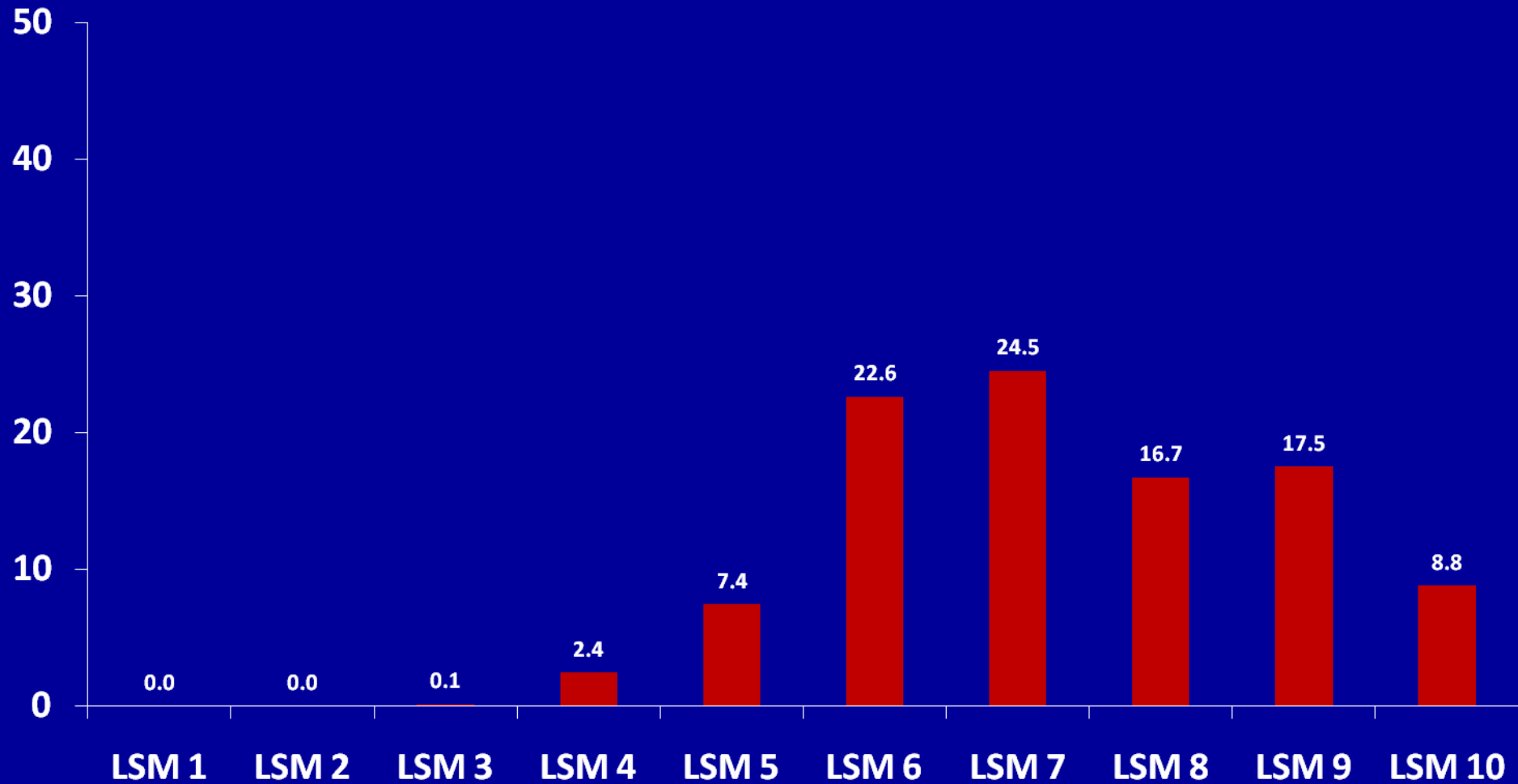
# RSG – Types of Music Interested in



# 3. Good Hope FM



# Good Hope FM – LSM®



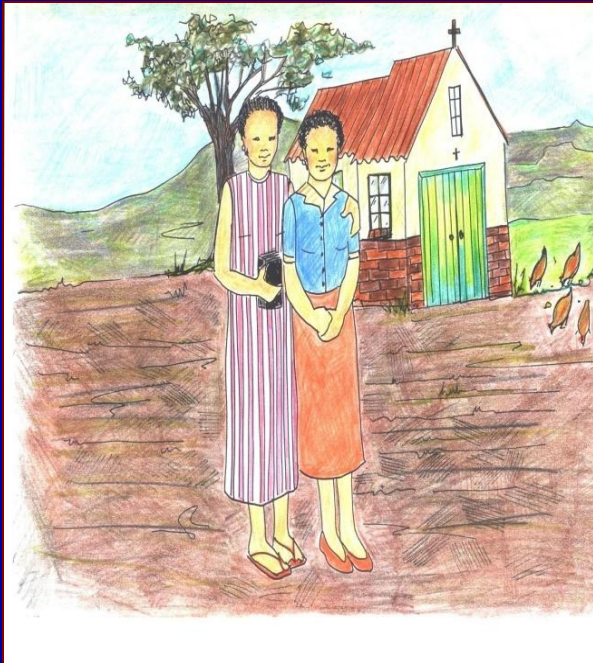
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# Good Hope FM – Lifestage

At-Home Singles



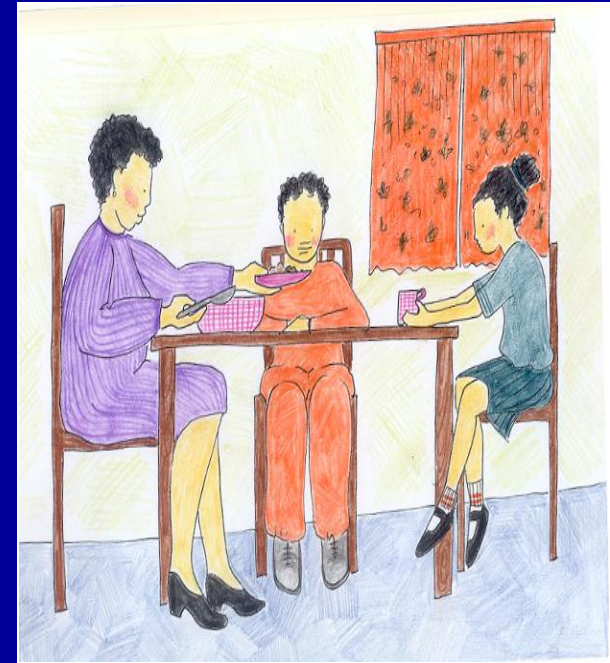
30.8%

Young Family



21.9%

Single Parents



12.1%

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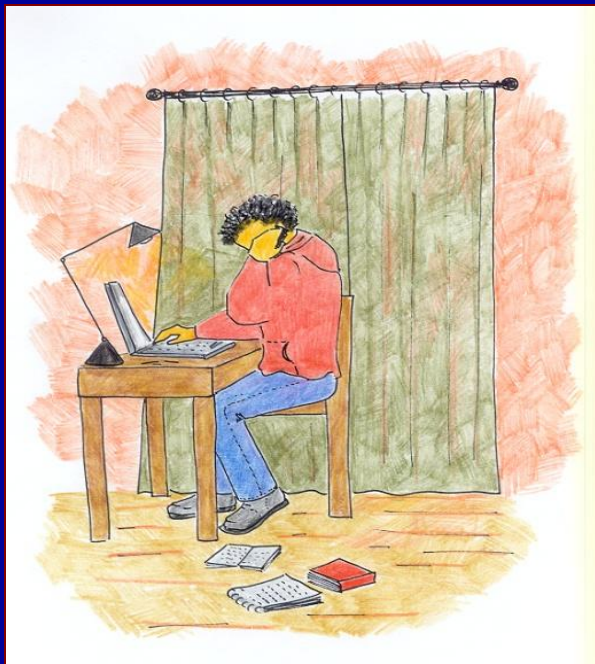


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# Good Hope FM – Lifestyles

**Gamers**



LSM 6-10 (12.9%)

**Good Living**



LSM 6-10 (11.2%)

**Bars & Betters**



LSM 6-10 (9.1%)

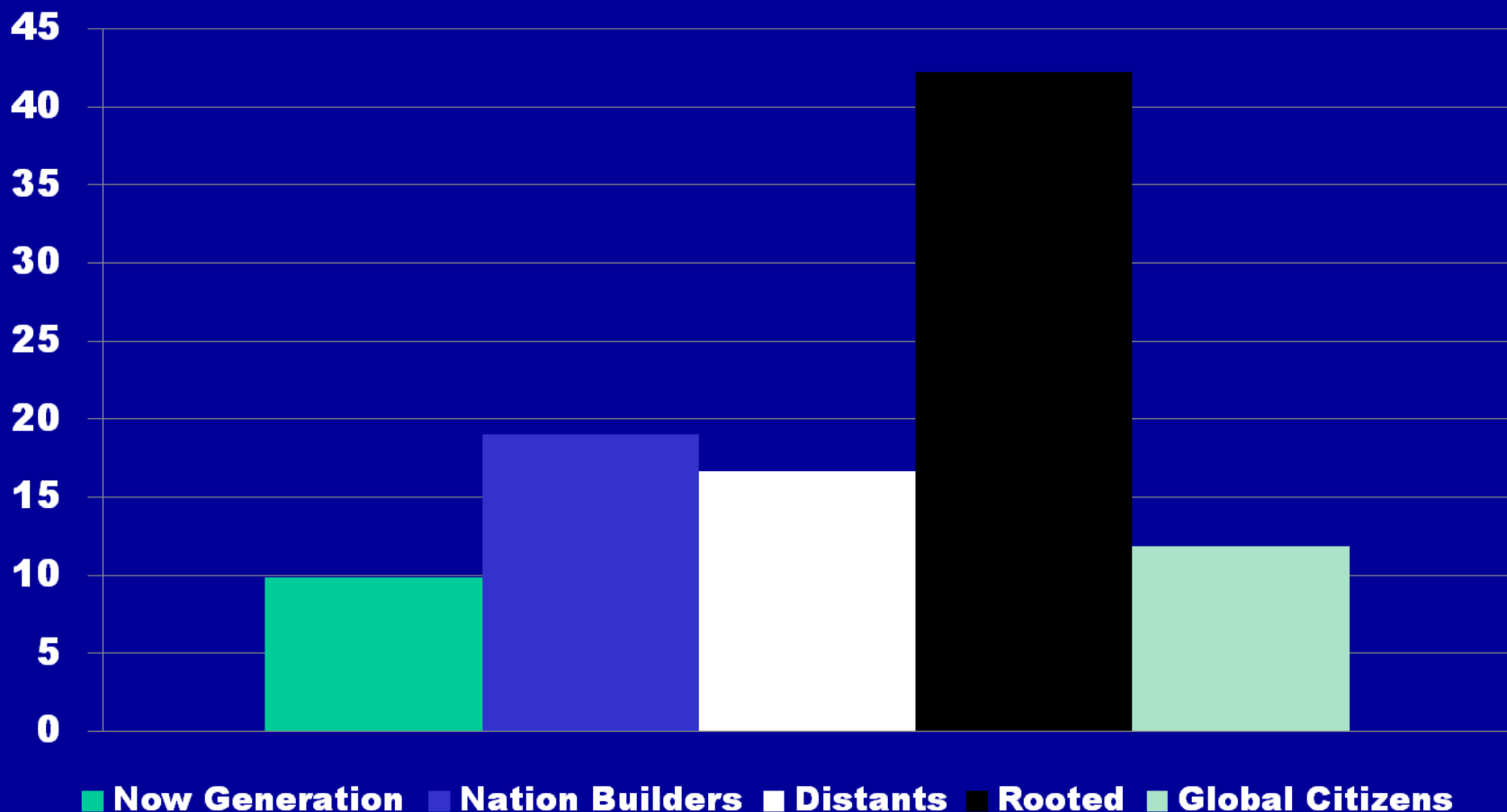
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# Good Hope FM – Attitude Groups

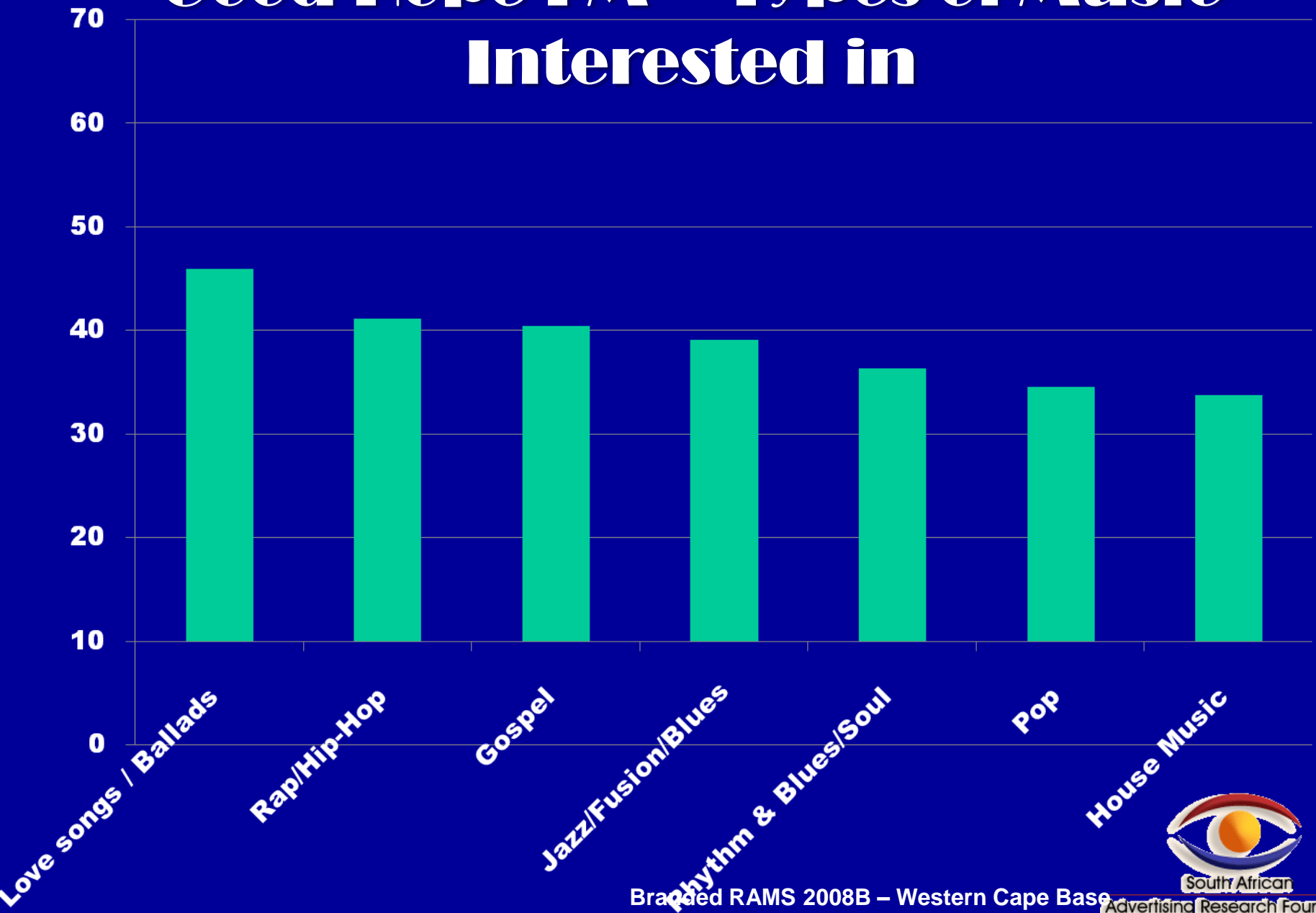


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# Good Hope FM – Types of Music Interested in



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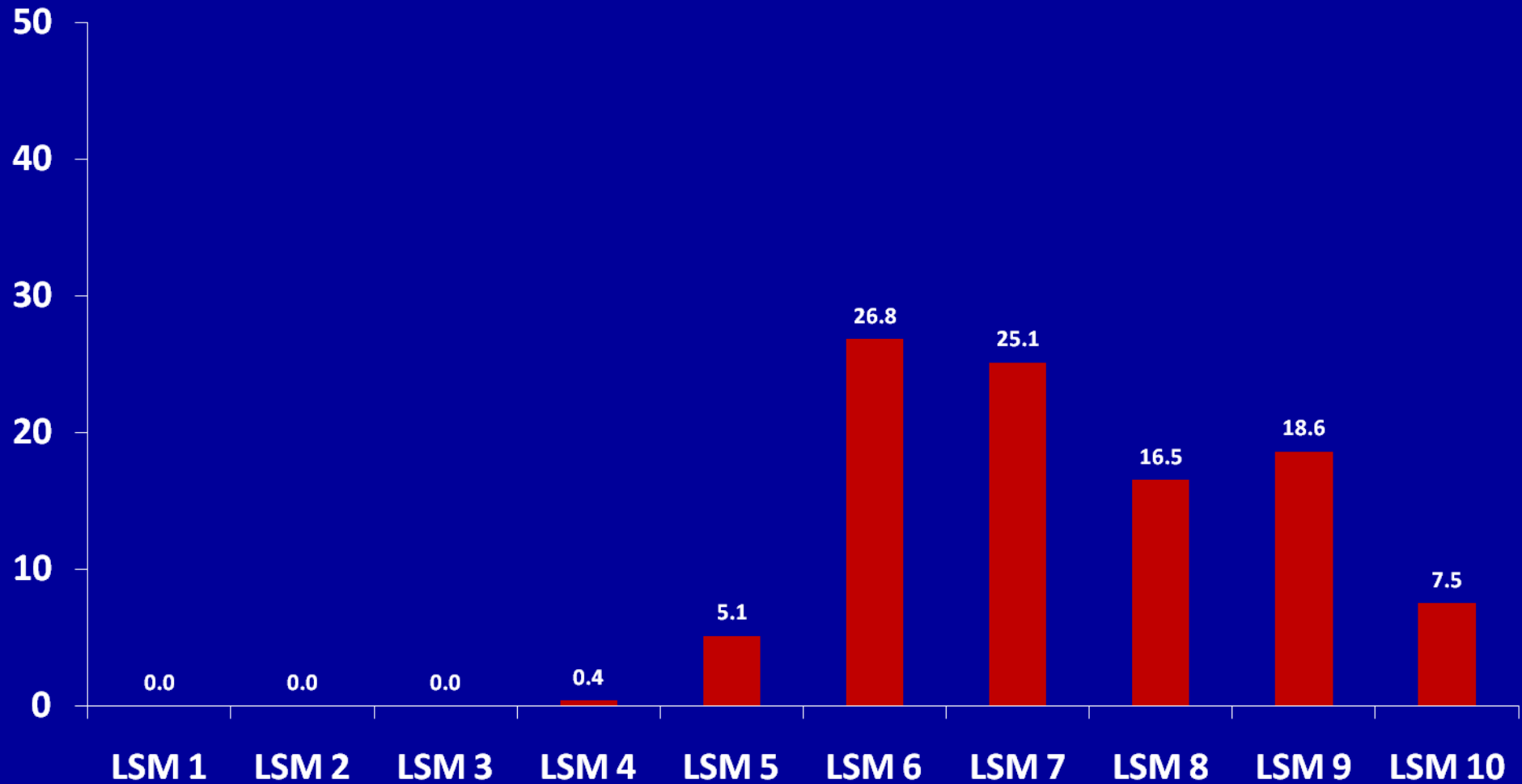
South African Advertising Research Foundation

# 4. Heart 104.9



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# Heart 104.9 – LSM®



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South African  
Advertising Research Foundation

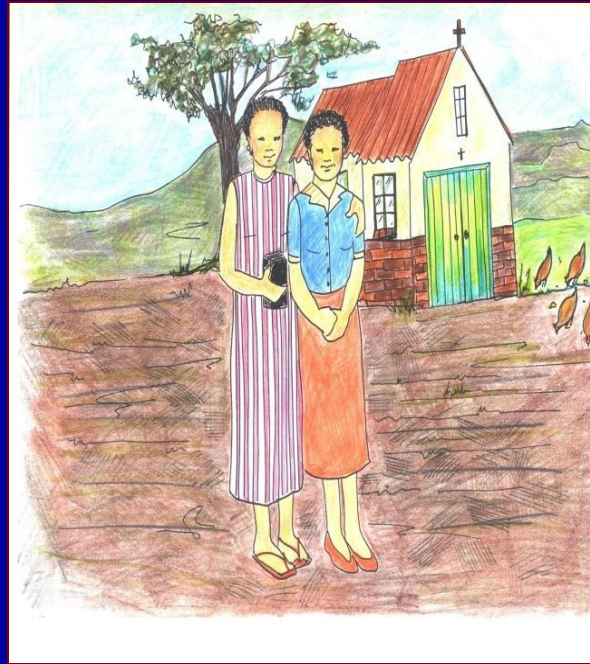
# Heart 104.9 – Lifestage

**Young Family**



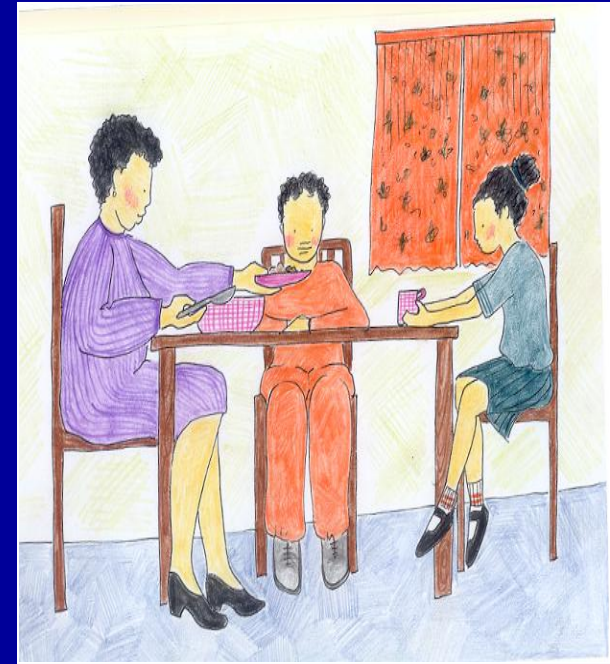
25.3%

**At-Home Singles**



21.3%

**Single Parents**



14.6%

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Advertising Research Foundation



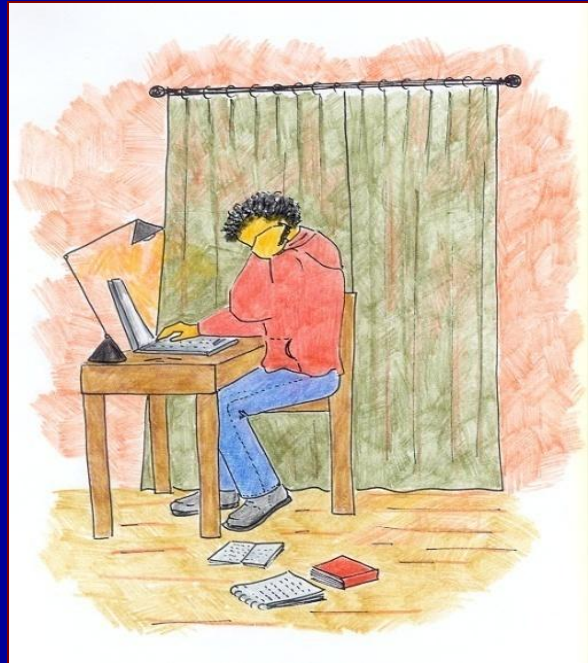
# Heart 104.9 – Lifestyles

**Good Living**



LSM 6-10 (12.8%)

**Gamers**



LSM 6-10 (11.5%)

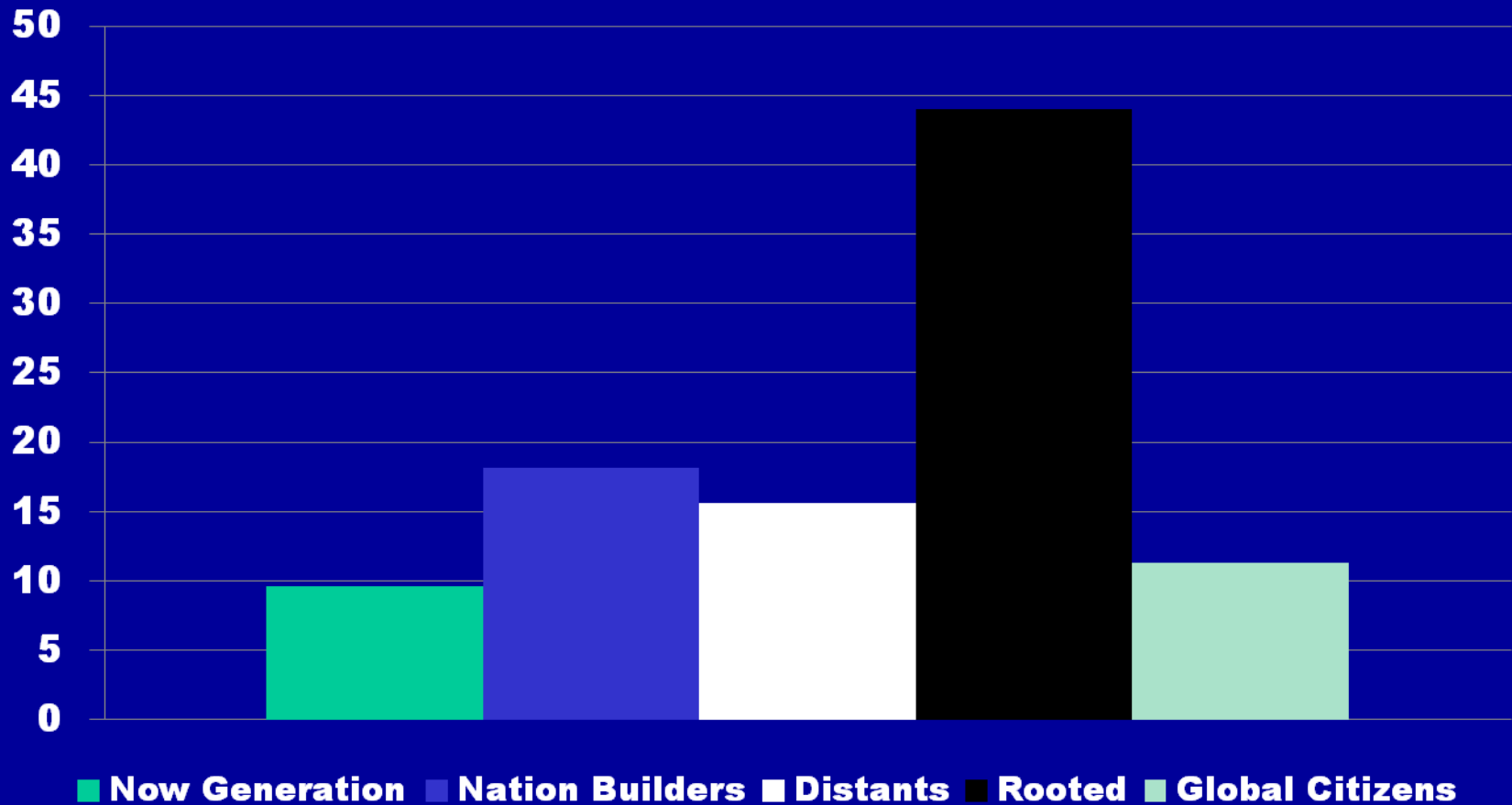
**Bars & Betters**



LSM 6-10 (10.4%)

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# Heart 104.9 – Attitude Groups

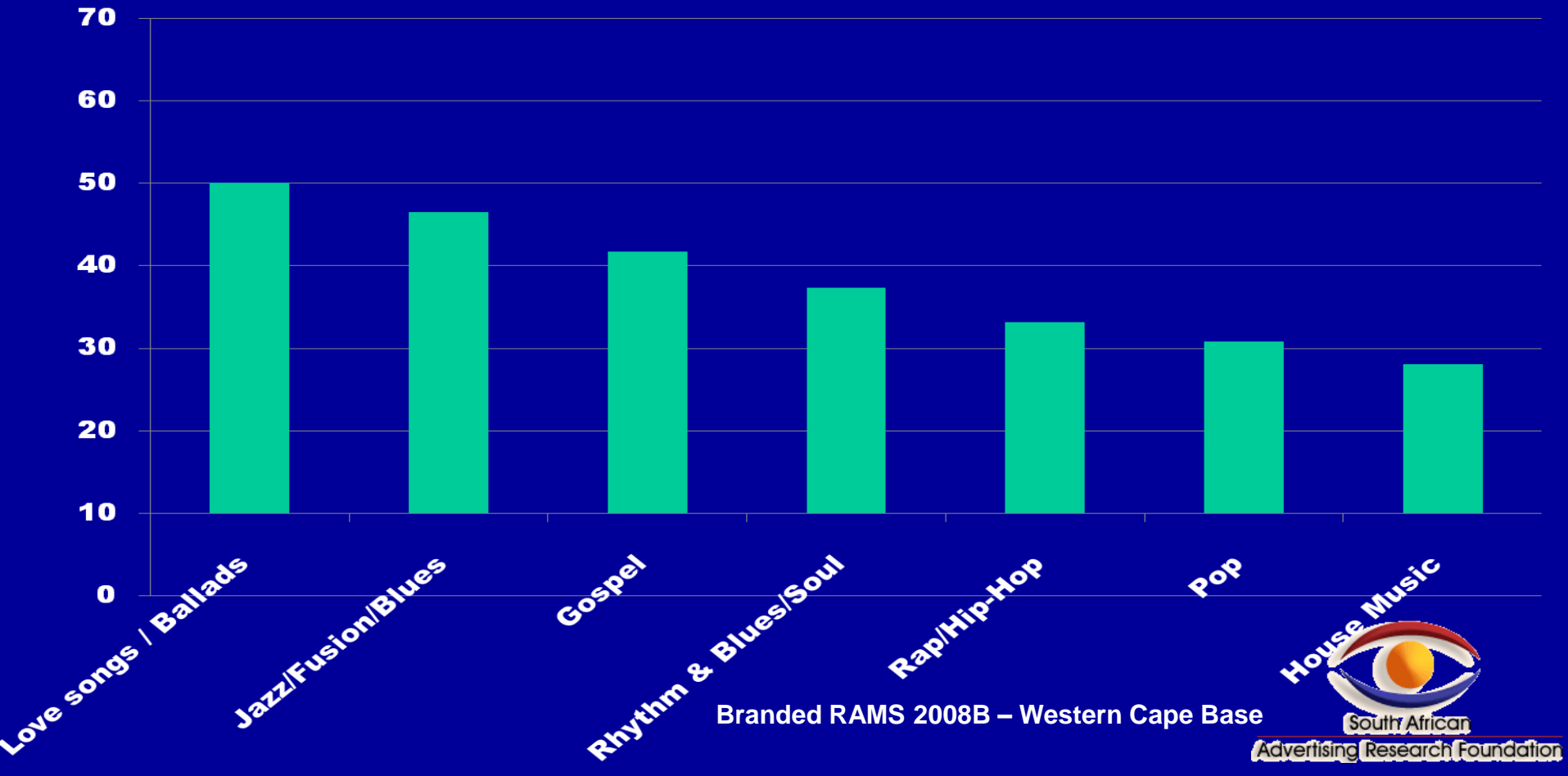


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# Heart 104.9 – Types of Music Interested in

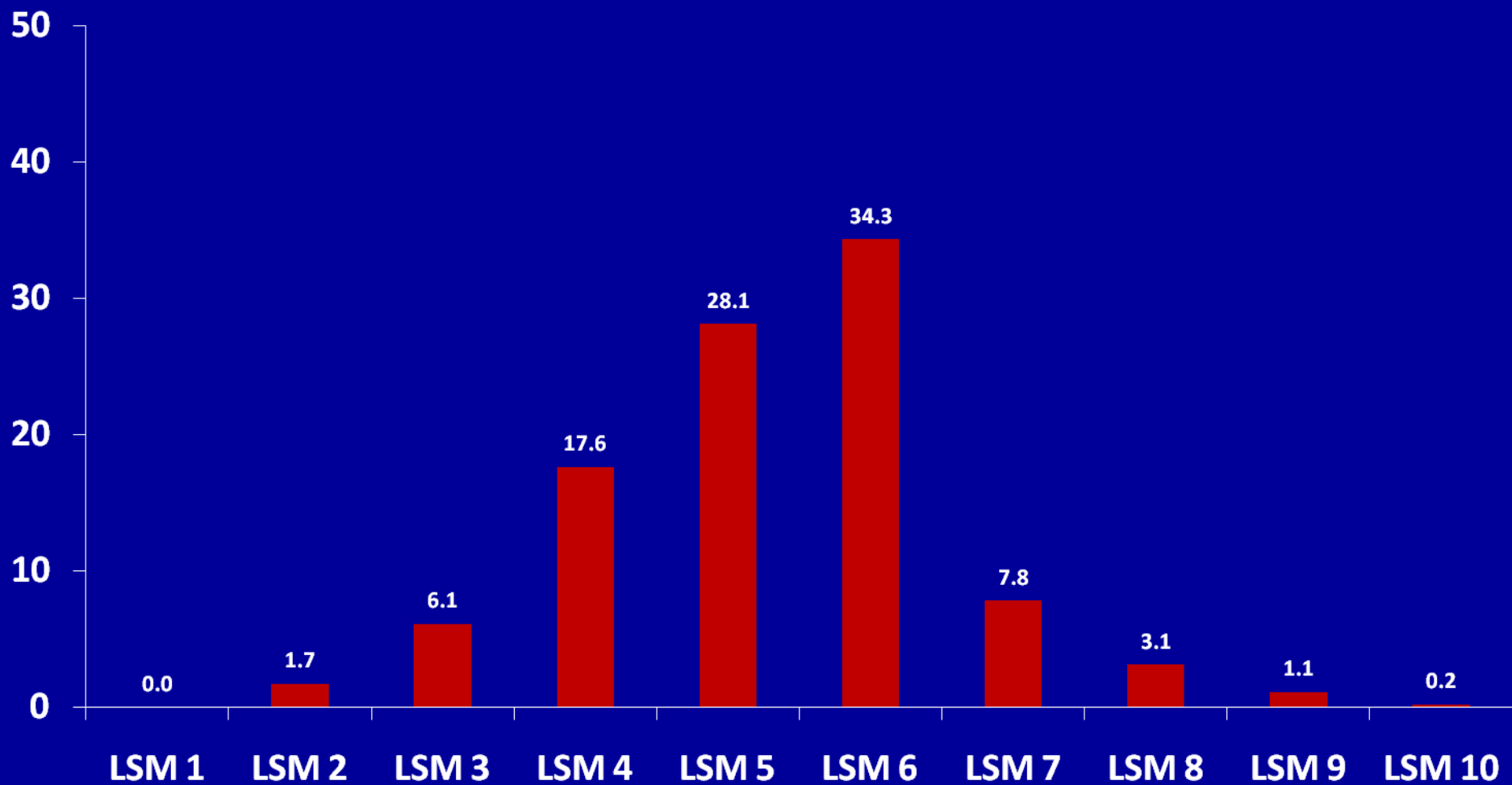


# 5. Umhlobo Wenene FM



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# Umhlobo Wenene – LSM®



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# Umhlobo Wenene – Lifestage

**Young Family**



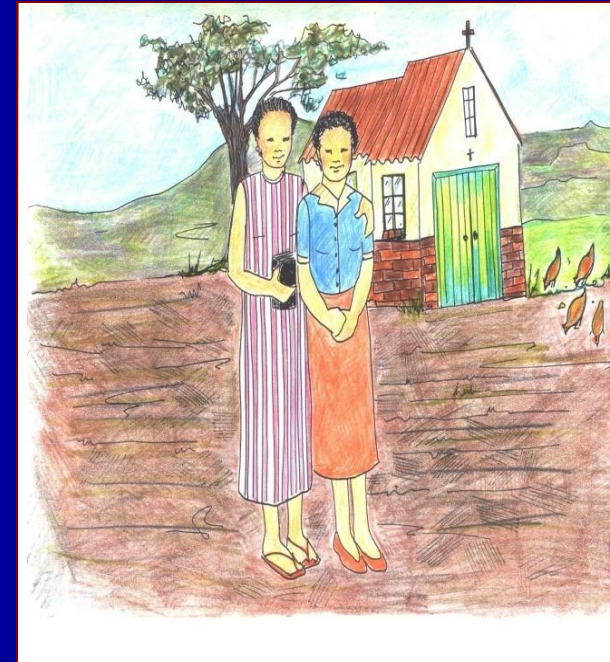
25.6%

**Single Parents**



15.9%

**At Home Singles**



14.6%

Branded RAMS 2008B – Western Cape Base



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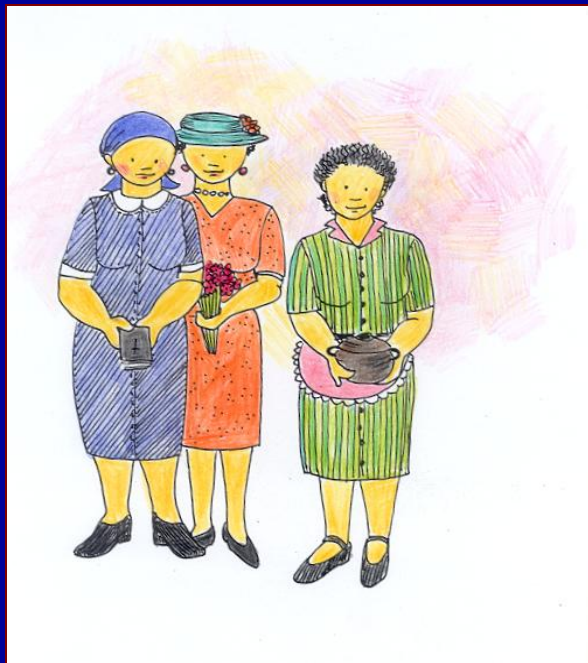
# Umhlobo Wenene – Lifestyles

**Good Living**



LSM 1-5 (14.8%)

**Traditionals**



LSM 6-10 (10.6%)

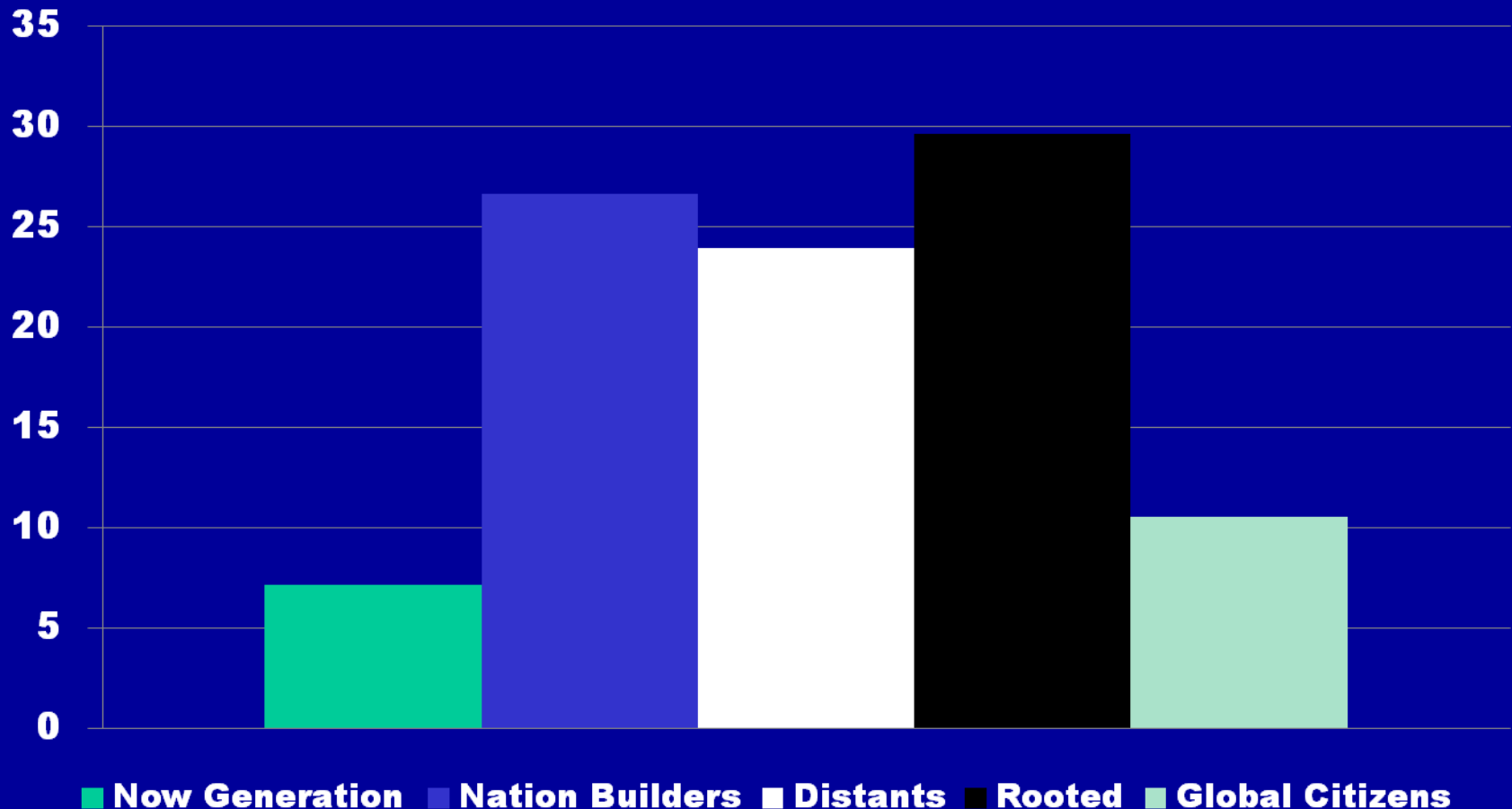
**Bars and Betters**



LSM 1-5 (9.6%)

Branded RAMS 2008B – Western Cape Base

# Umhlobo Wenene – Attitude Groups

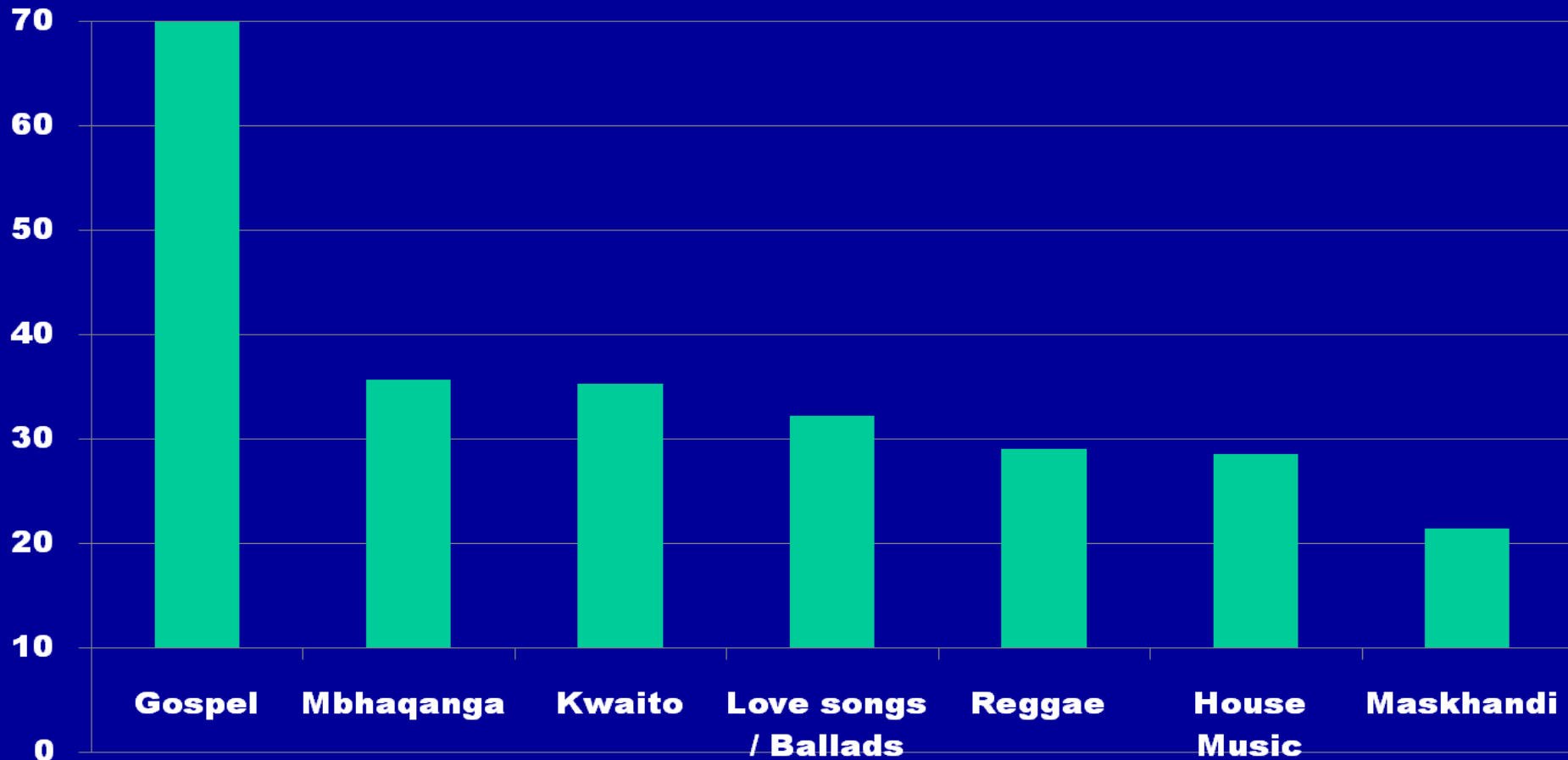


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# Umhlobo Wenene – Types of Music Interested in`



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# Audience Profile of Top 4 KwaZulu Natal Stations (one week cume)



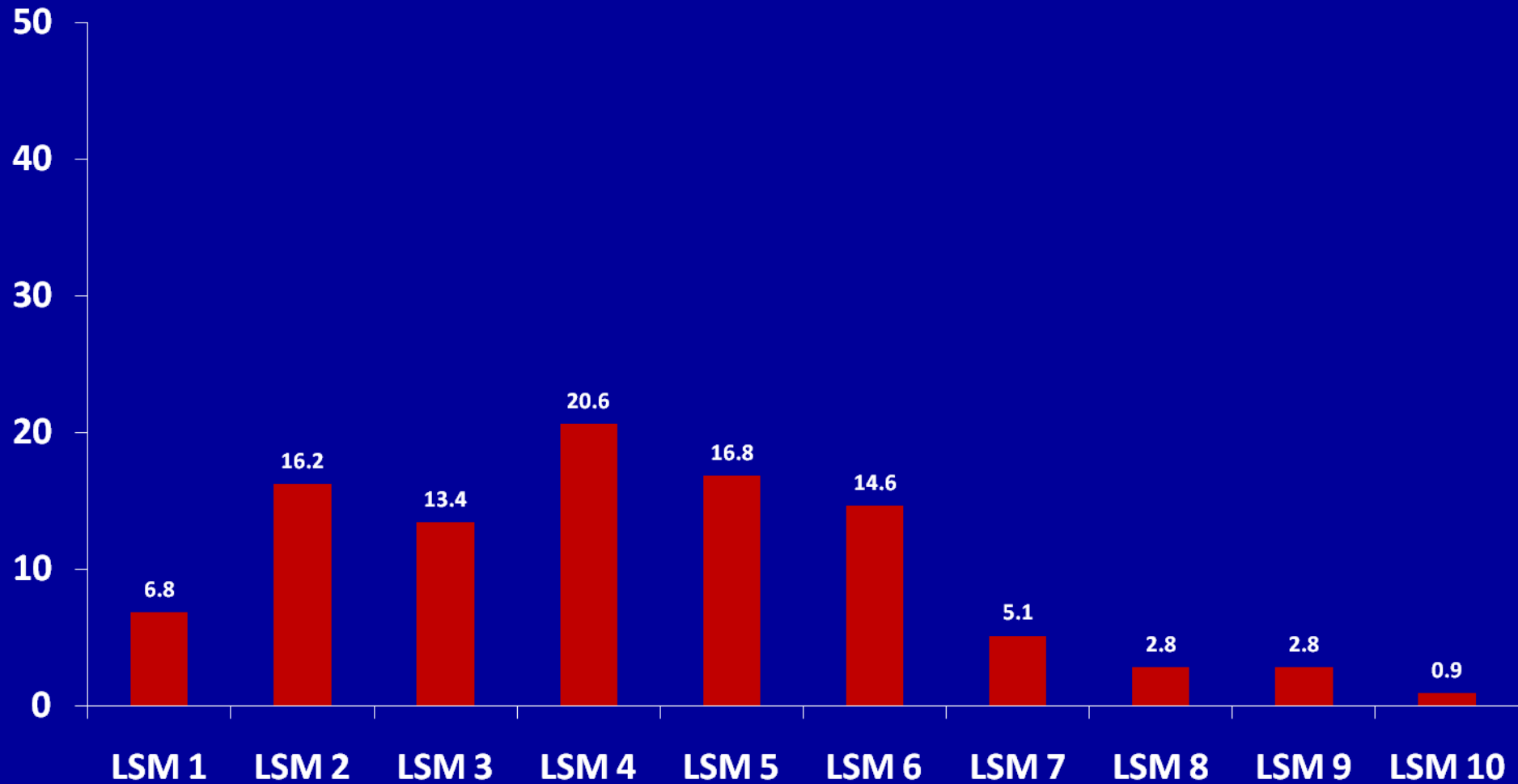
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# 1. Ukhodzi FM



# Ukhozi FM – LSM®



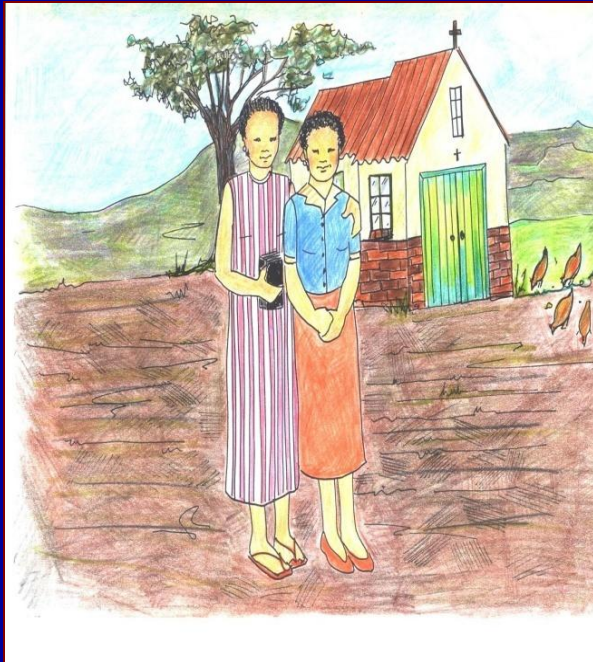
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# Ukhozi FM – Lifestage

At-Home Singles



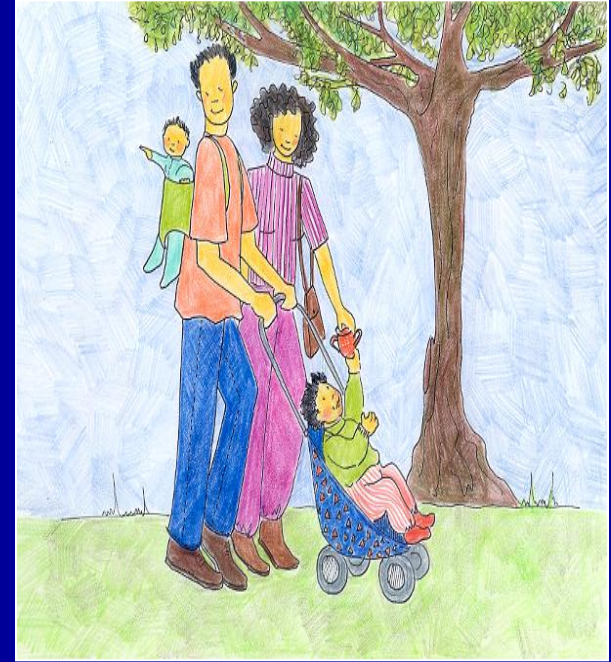
24.3%

Single Parents



21%

Young Family



17.2%

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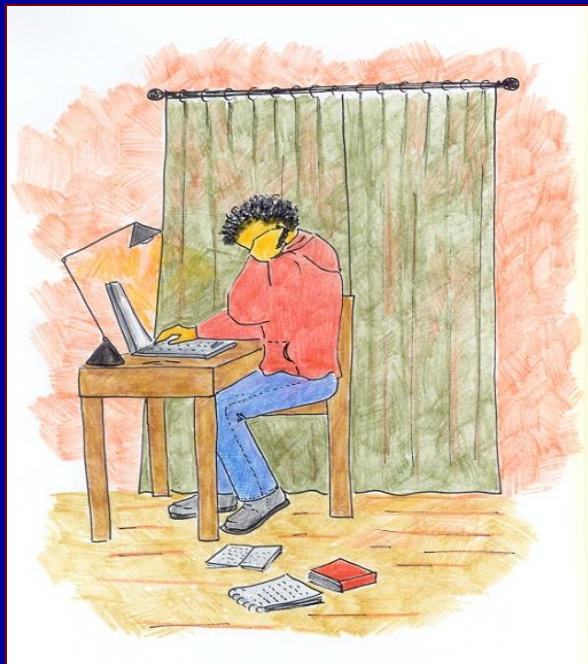
# Ukhozi FM – Lifestyles

Good Living



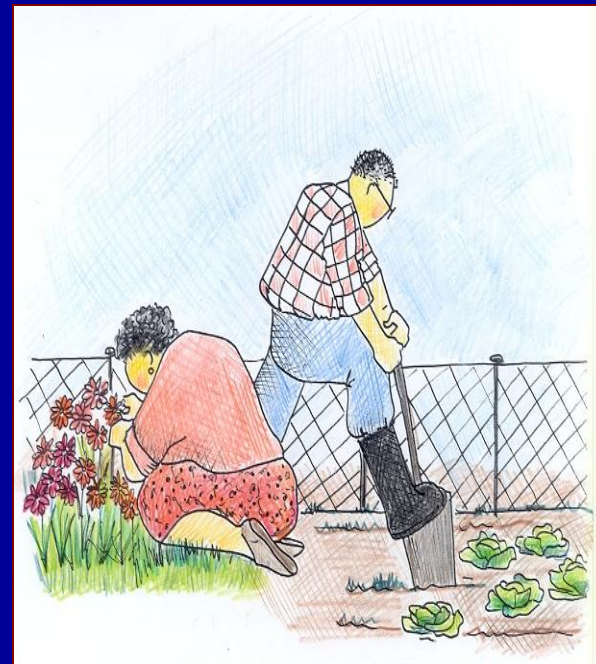
LSM 1-5 (12.4%)

Gamers



LSM 1-5 (11.6%)

Gardeners



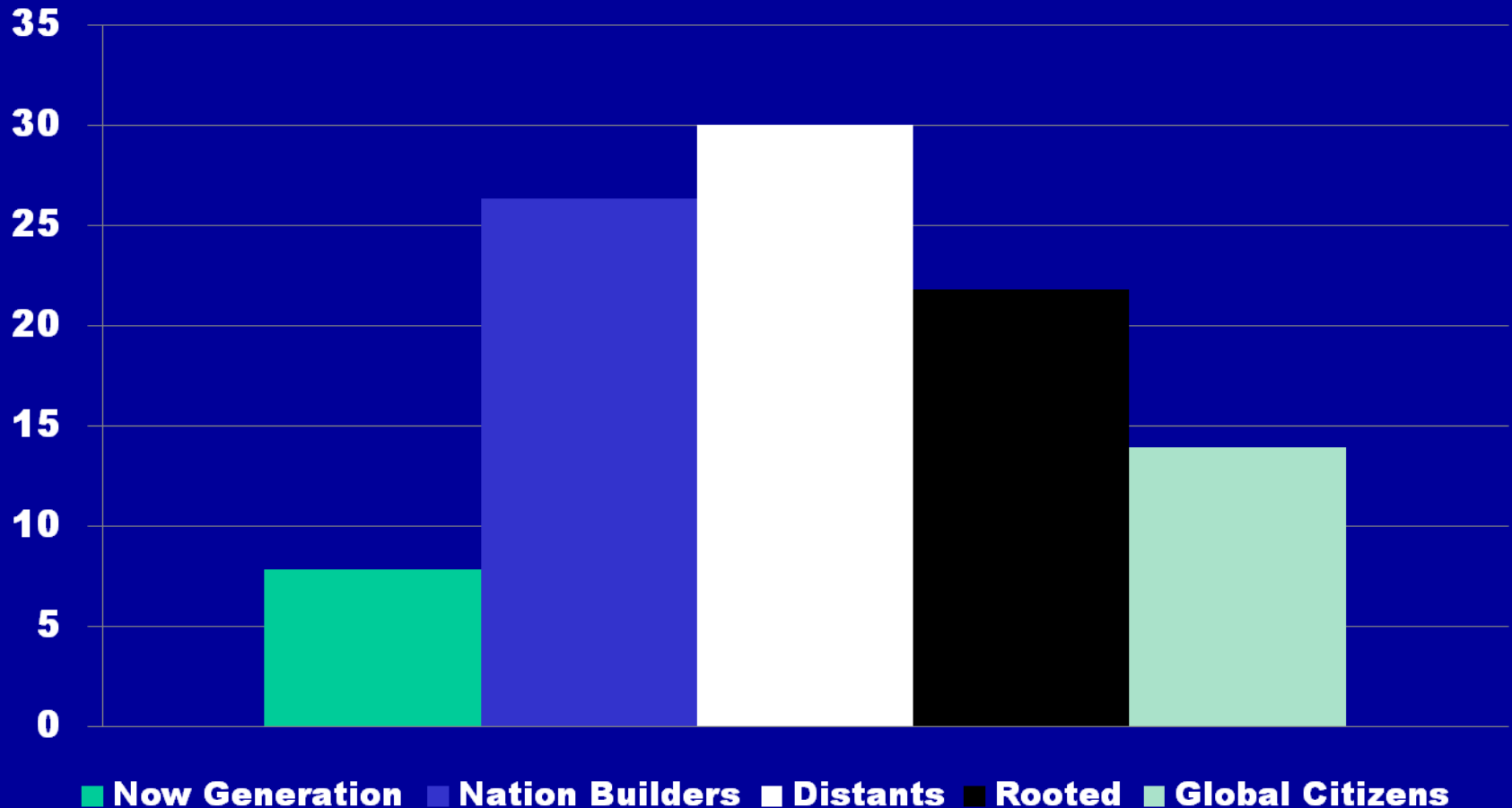
LSM 1-5 (11.4%)

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# Ukhozi FM – Attitude Groups



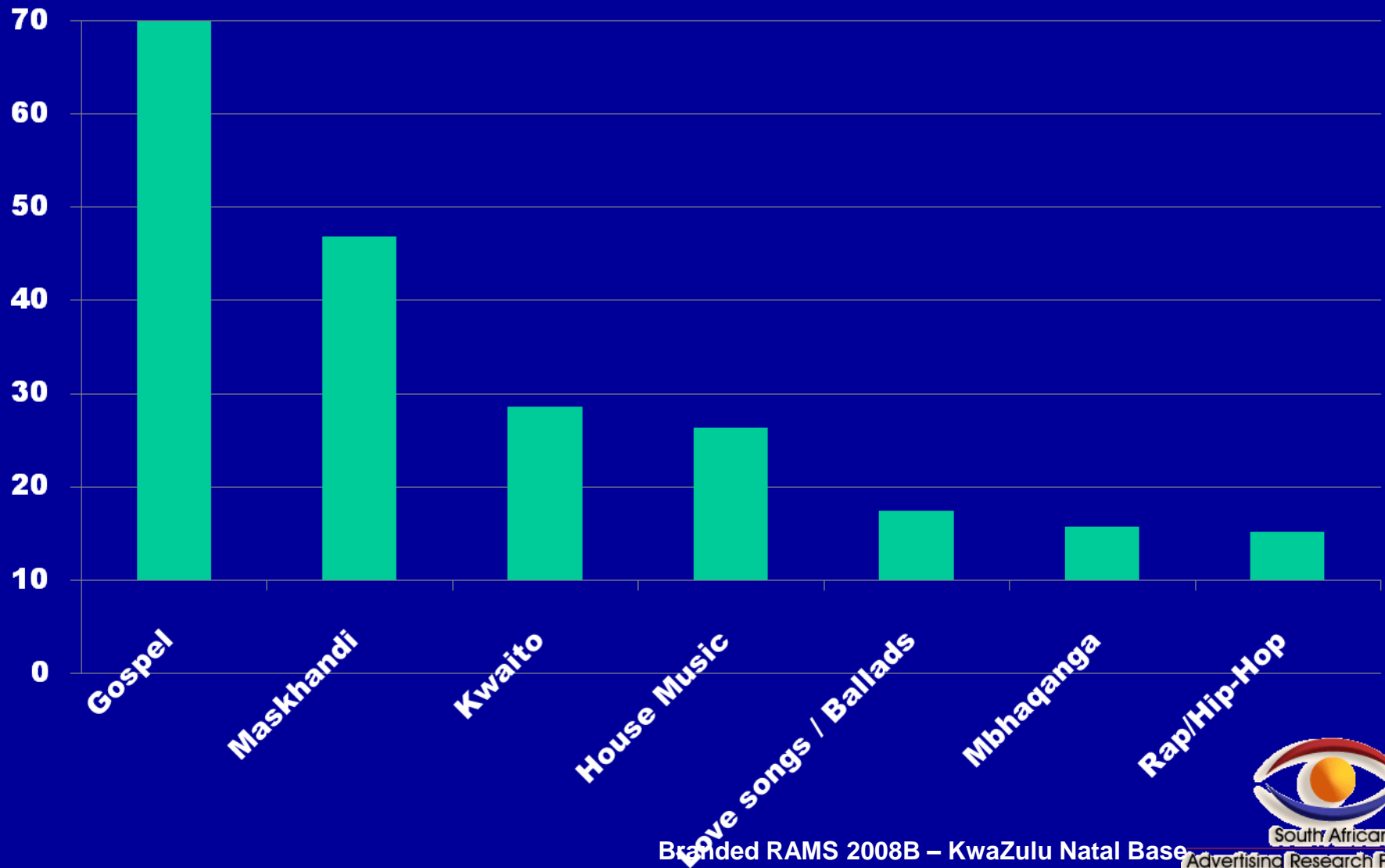
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# Ukhozi FM – Types of Music Interested in



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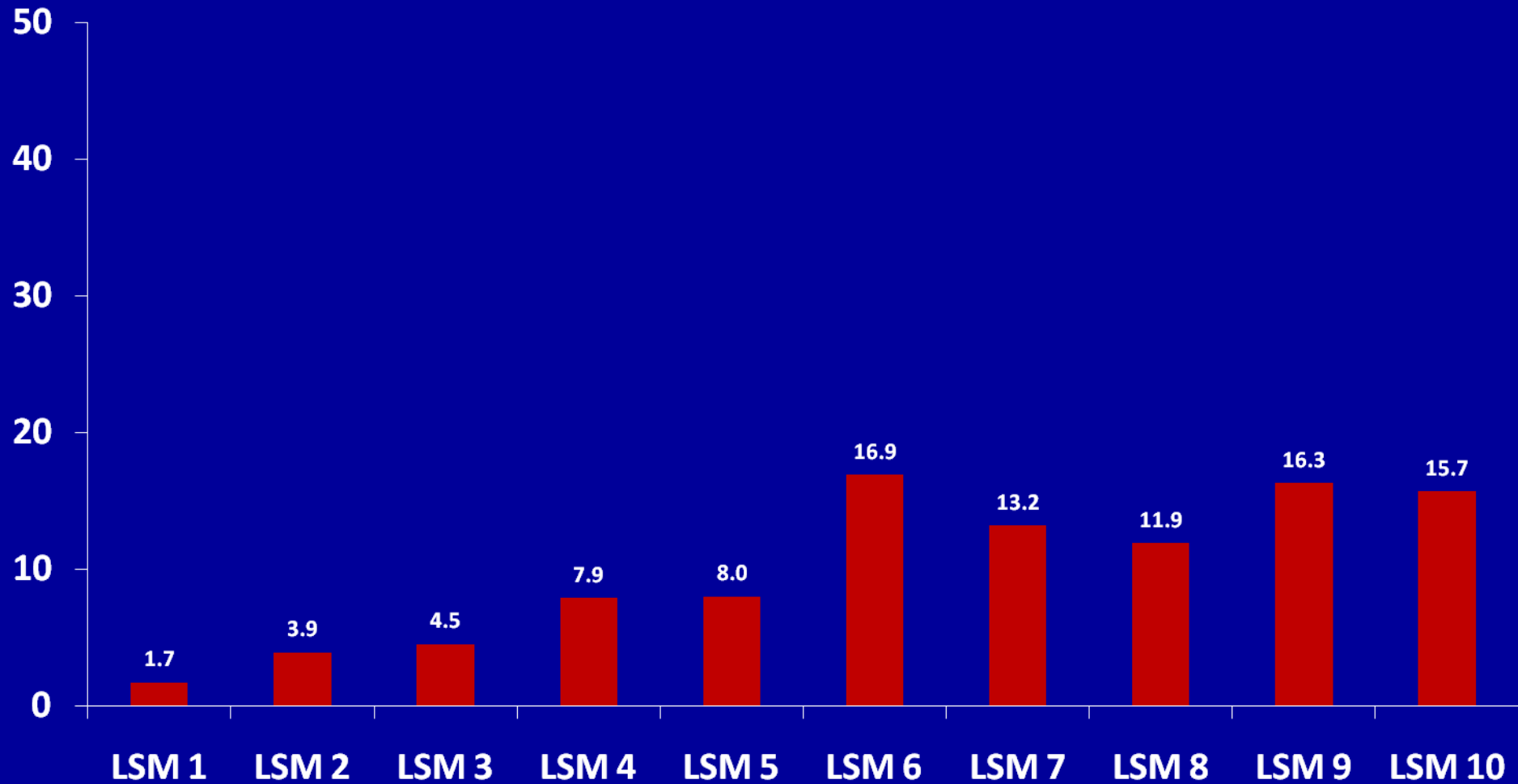


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# 2. East Coast Radio



# East Coast Radio – LSM®



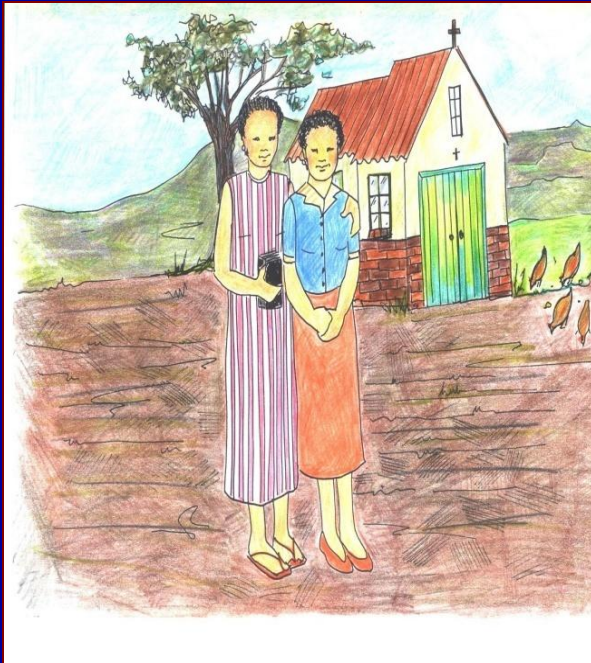
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# East Coast Radio – Lifestage

At-Home Singles



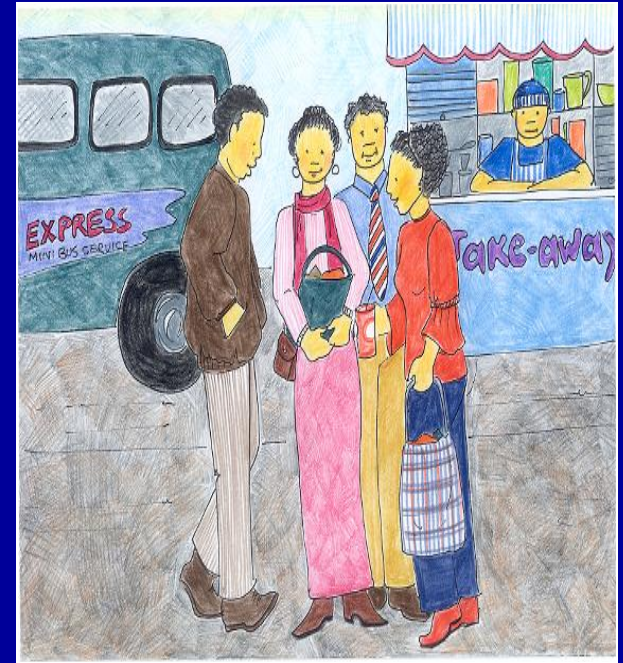
32.2%

Young Family



18.4%

Young Independent Singles



12.8%

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# East Coast Radio – Lifestyles

**Good Living**



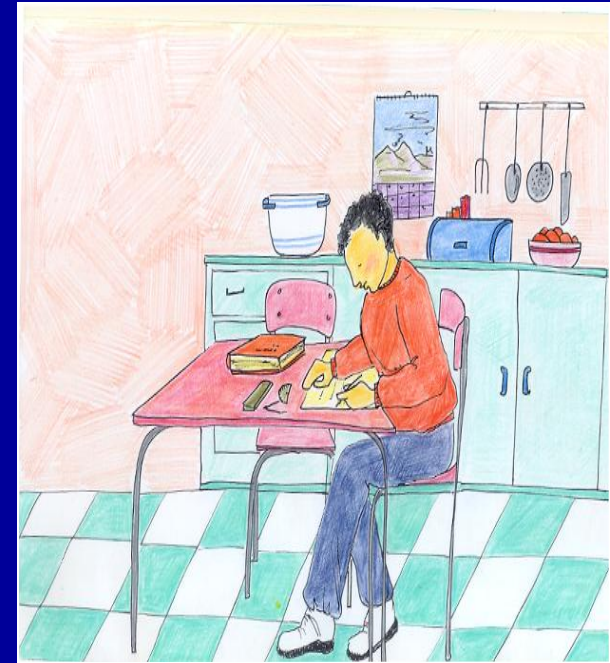
LSM 6-10 (10.8%)

**Cell Addicts**



LSM 6-10 (9.1%)

**Studious**



LSM 1-5 (8.4%)

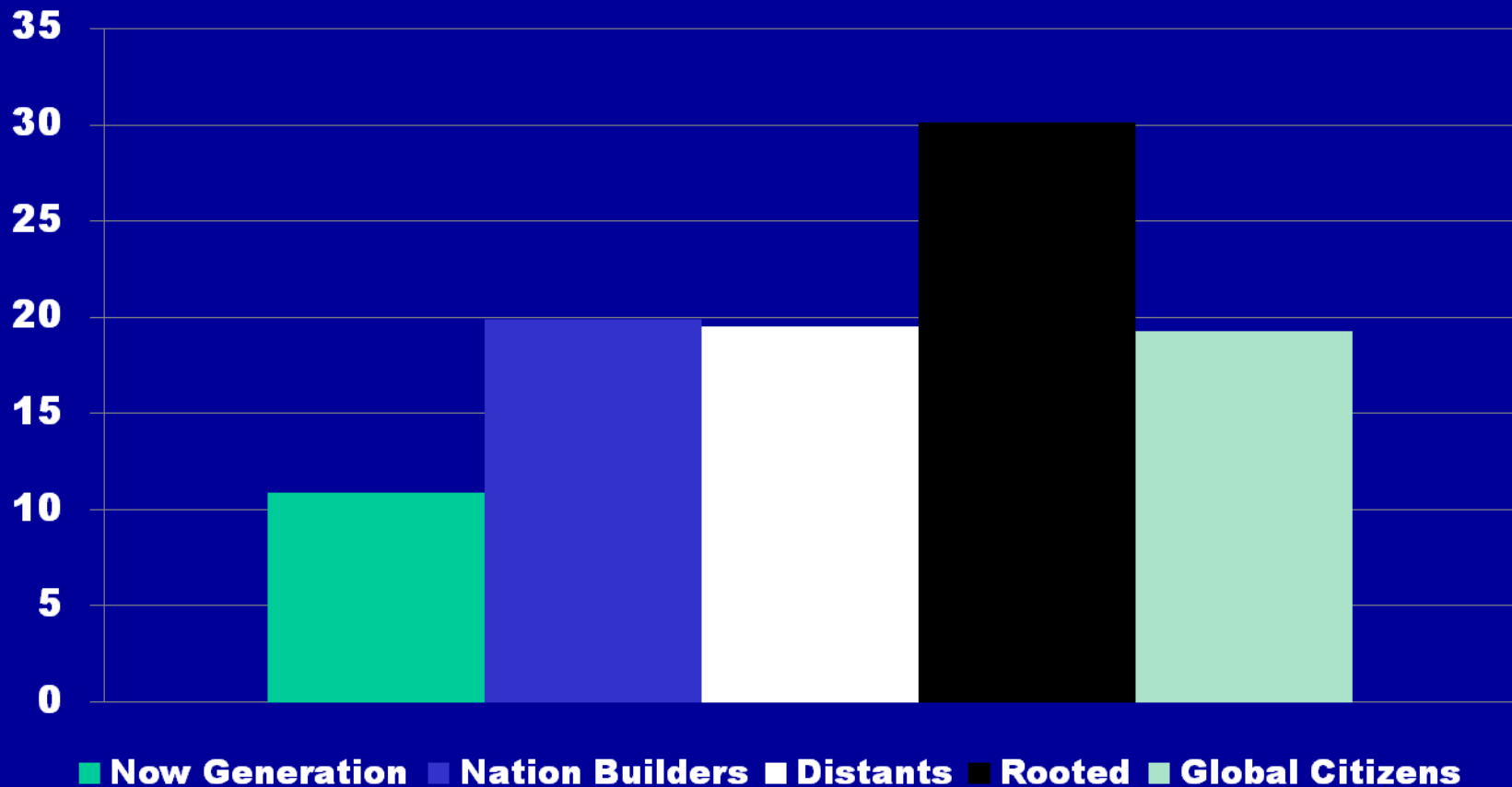
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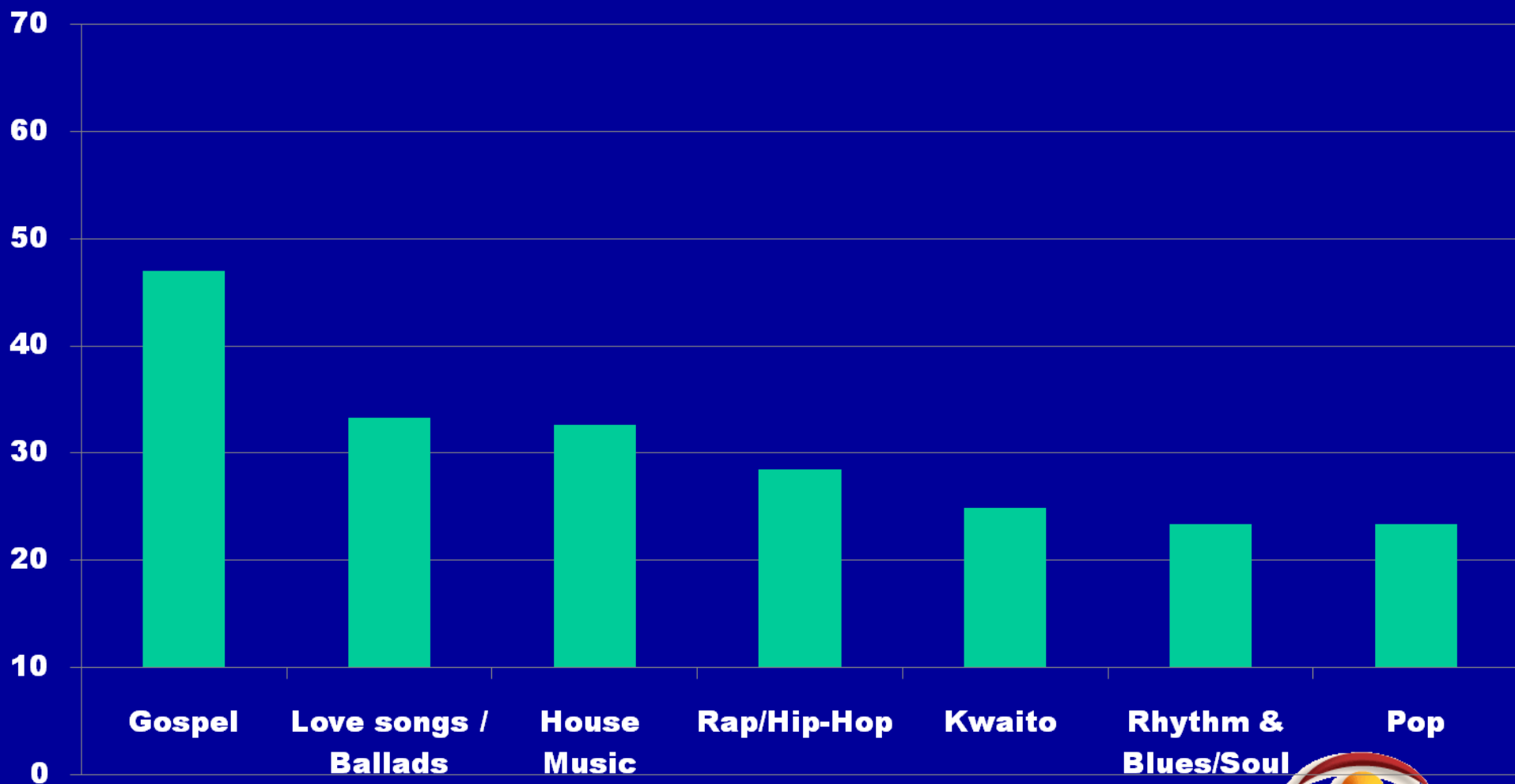


# East Coast Radio – Attitude Groups



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# East Coast Radio – Types of Music Interested in



Branded RAMS 2008B – KwaZulu Natal Base

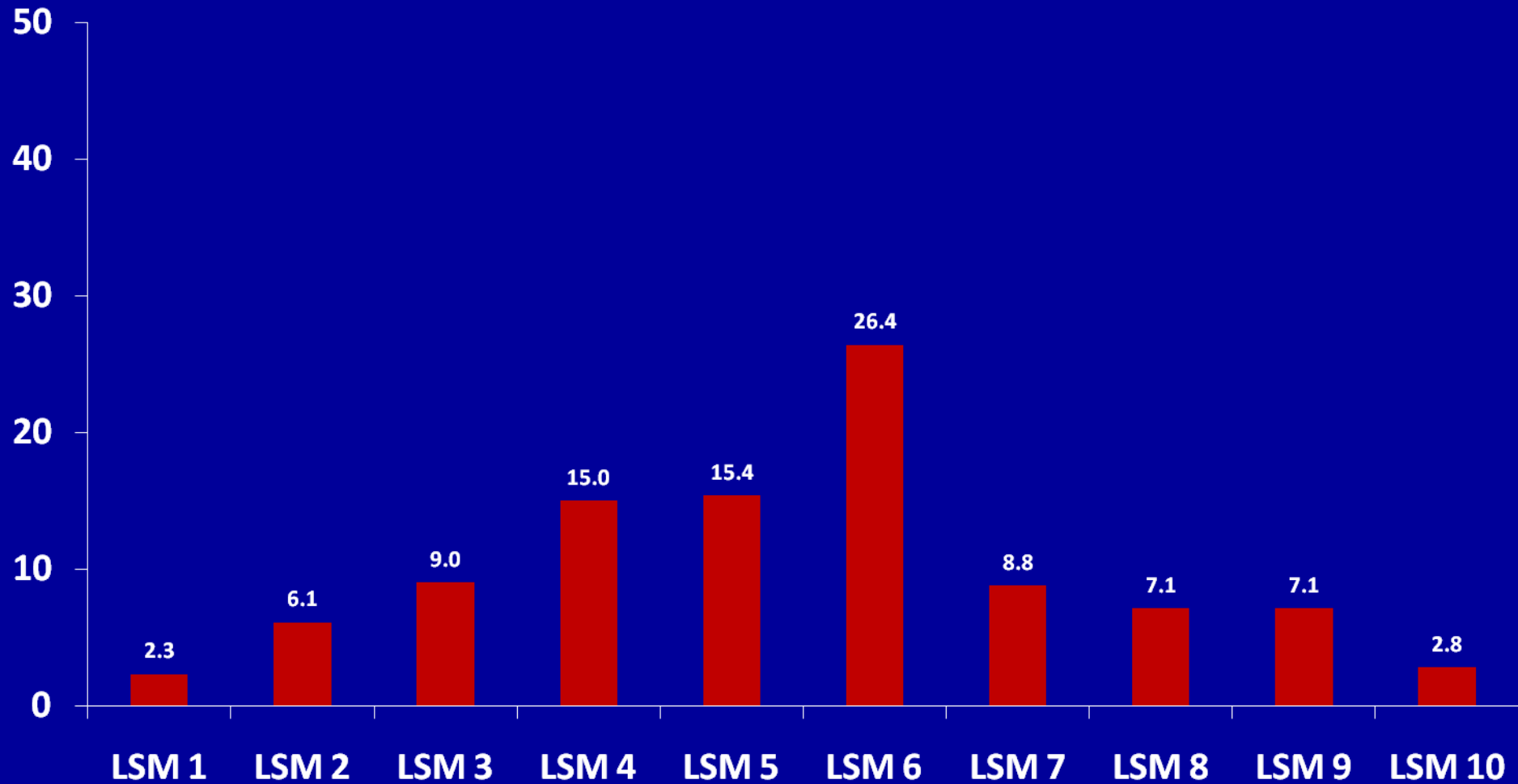


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# 3. Gagasi 99.5



# Gagasi 99.5 – LSM®



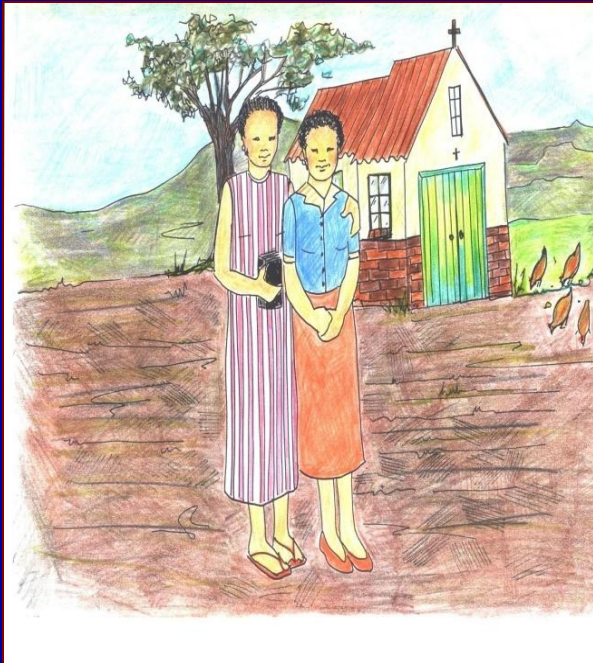
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# Gagasi 99.5 – Lifestage

At-Home Singles



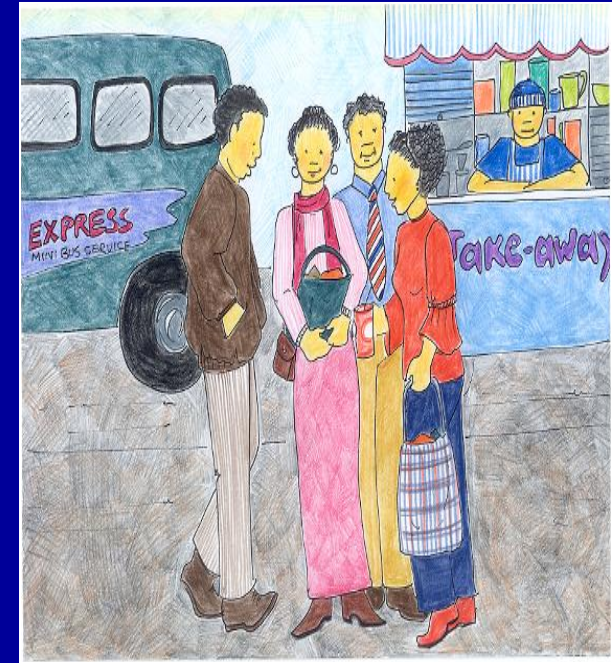
31.7%

Single Parents



21.3%

Young Independent Singles



18.5%

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# Gagasi 99.5 – Lifestyles

Good Living



LSM 1-5 (12.2%)

Cell Addicts



LSM 6-10 (8.9%)

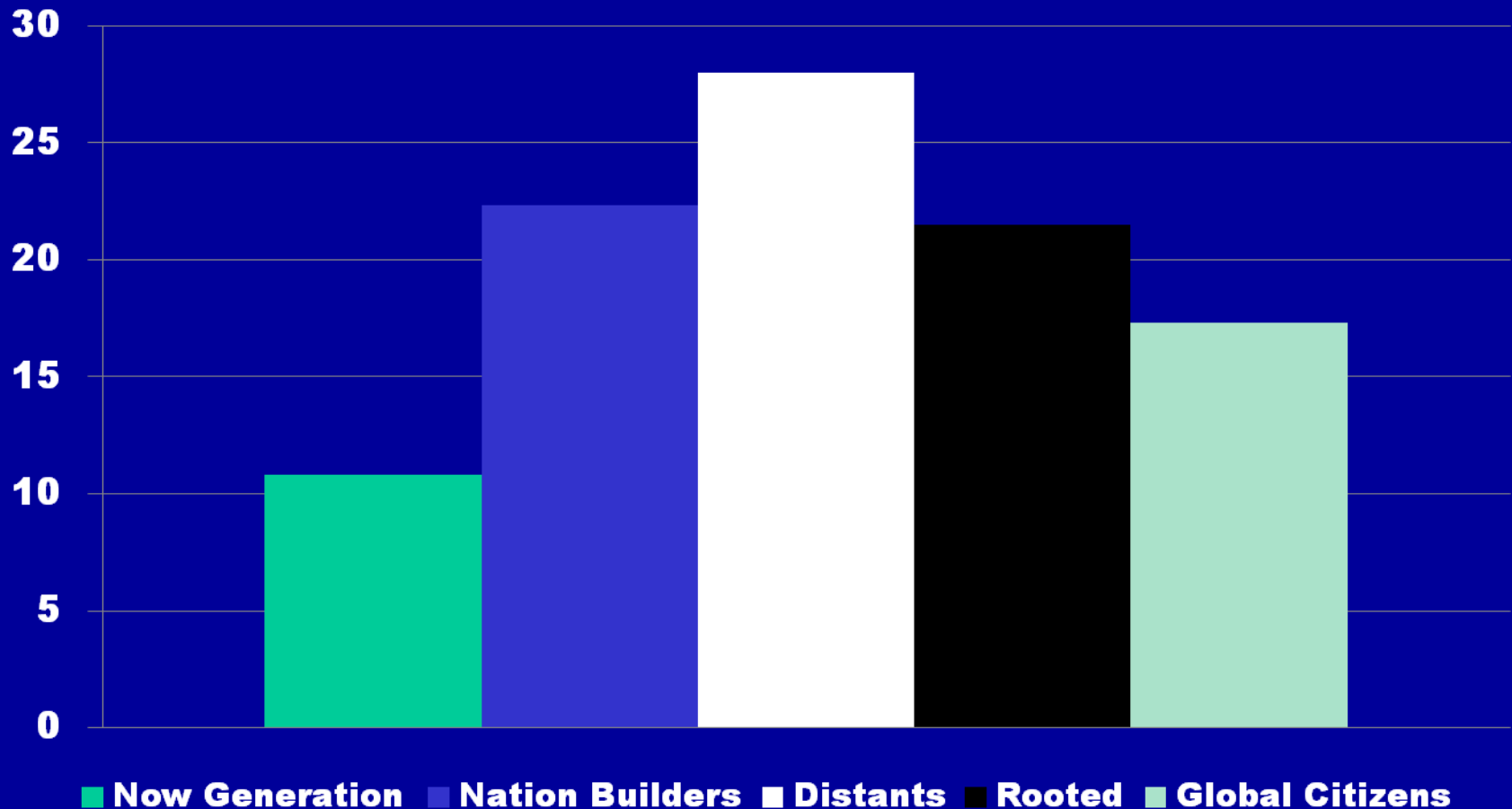
Cell Addicts



LSM 1-5 (8.3%)

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# Gagasi 99.5 – Attitude Groups

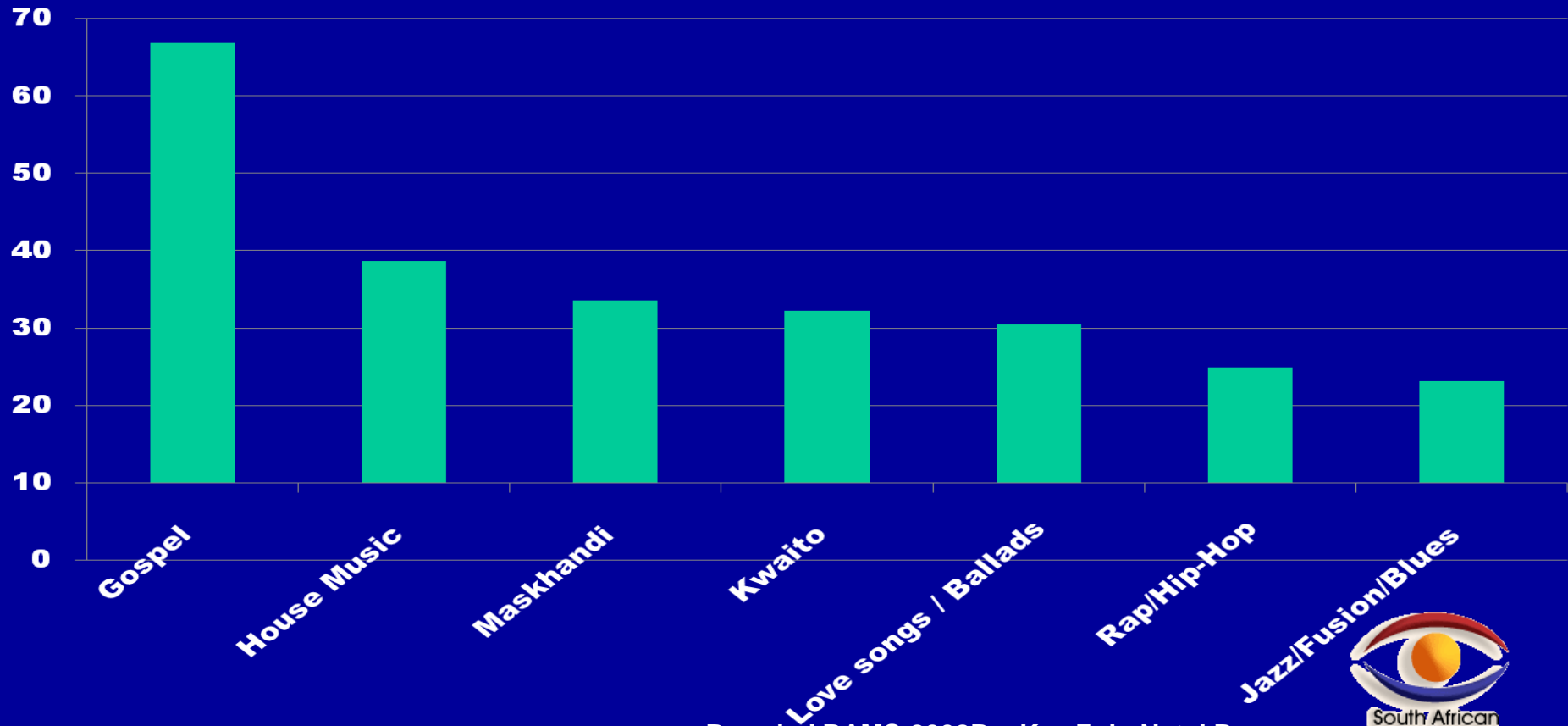


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# Gagasi 99.5 – Types of Music Interested in



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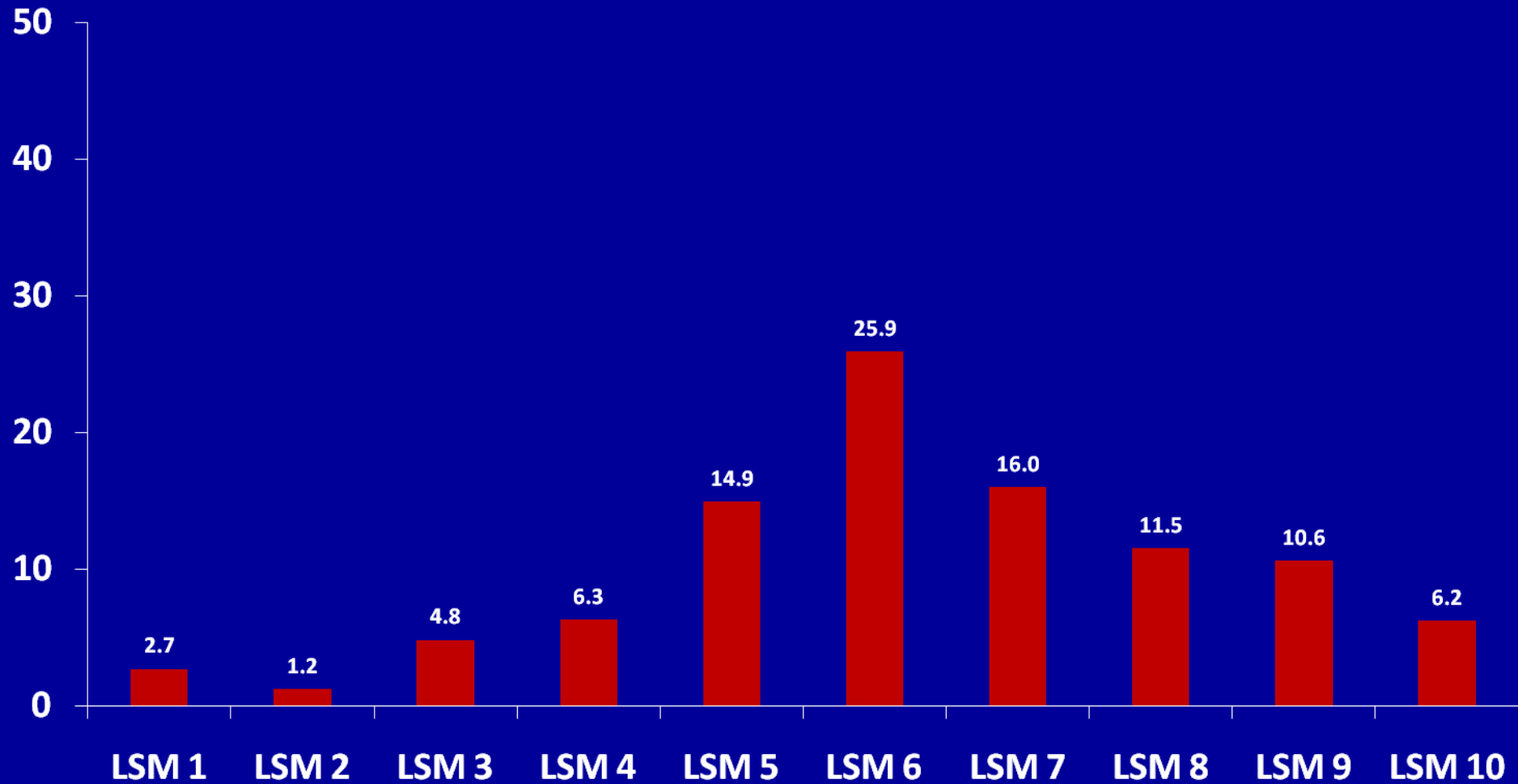


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# 4. METRO FM



# METRO FM – LSM®



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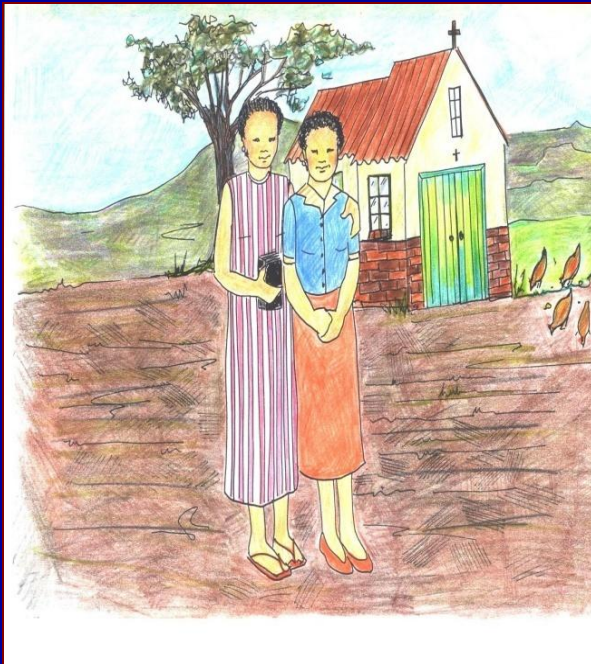


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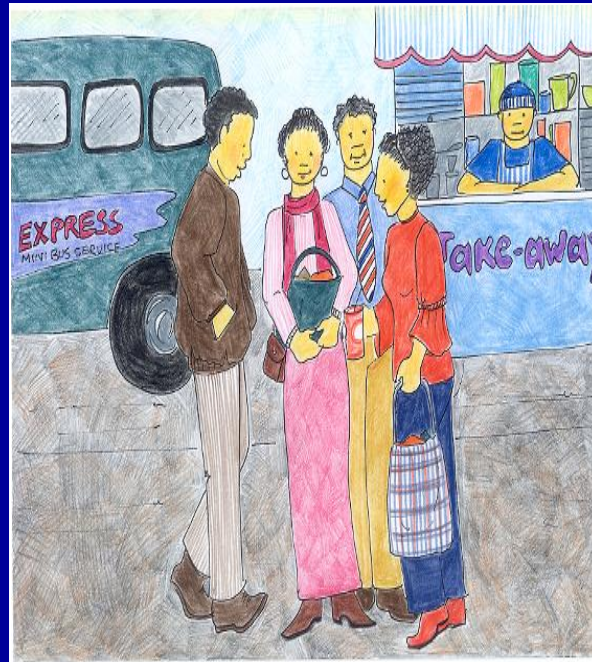
# METRO FM – Lifestage

At-Home Singles



32%

Young Independent Singles



21.4%

Single Parents



21.3%

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# METRO FM – Lifestyles

## Cell Addicts



LSM 6-10 (11.5%)

## Studious



LSM 1-5 (9.8%)

## Good Living



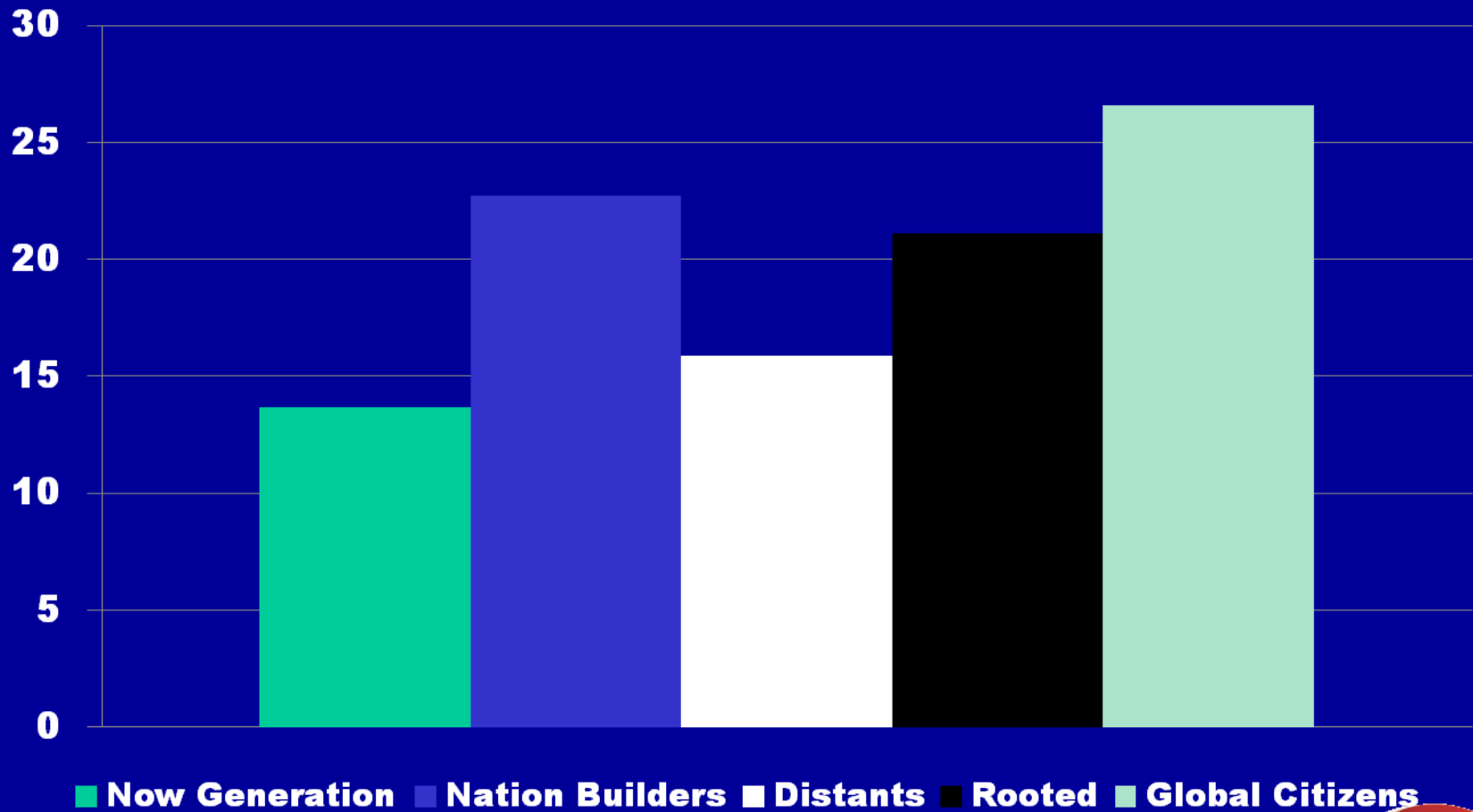
LSM 1-5 & 6-10 (7.1%)

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# METRO FM – Attitude Groups

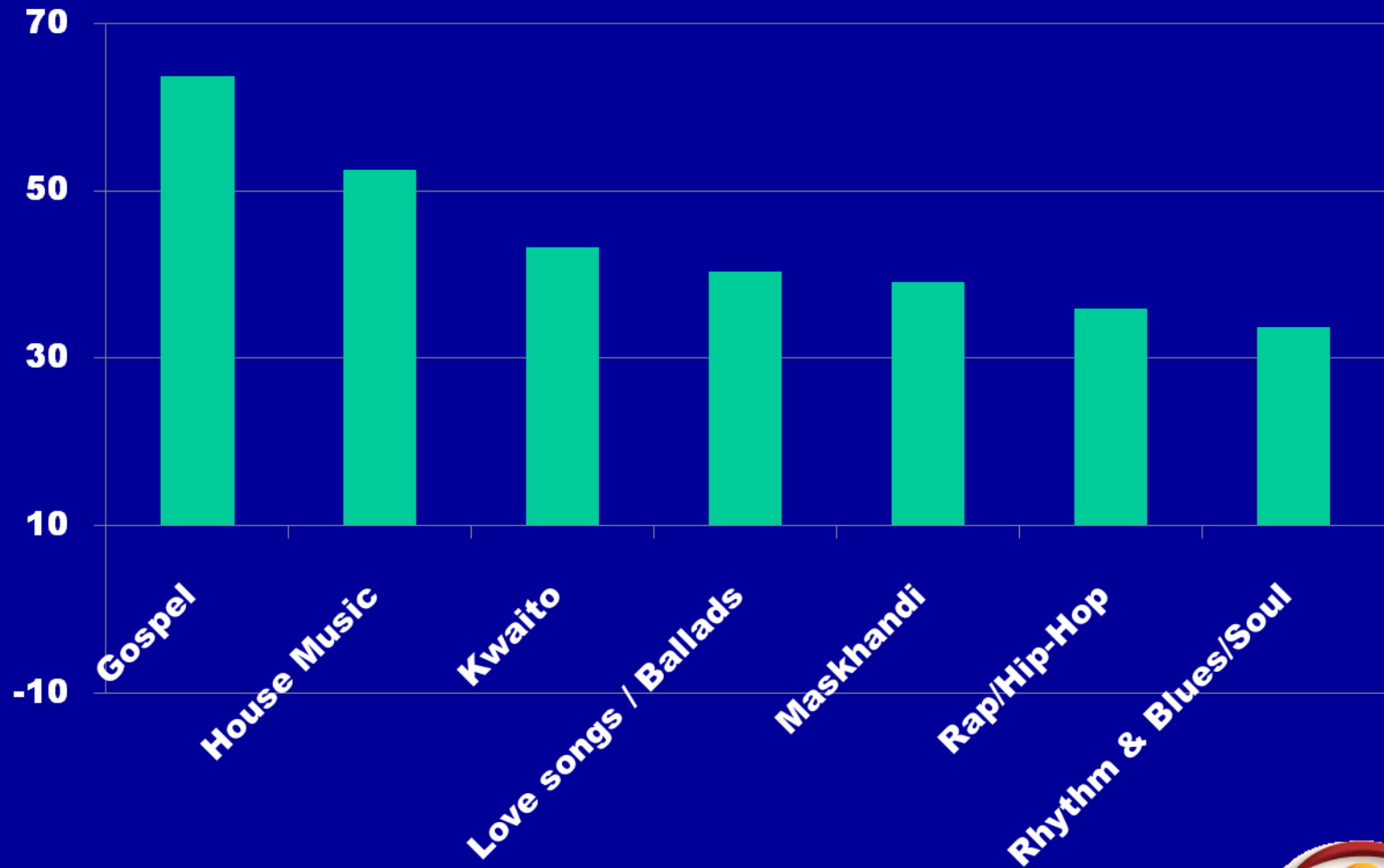


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# METRO FM – Types of Music Interested in



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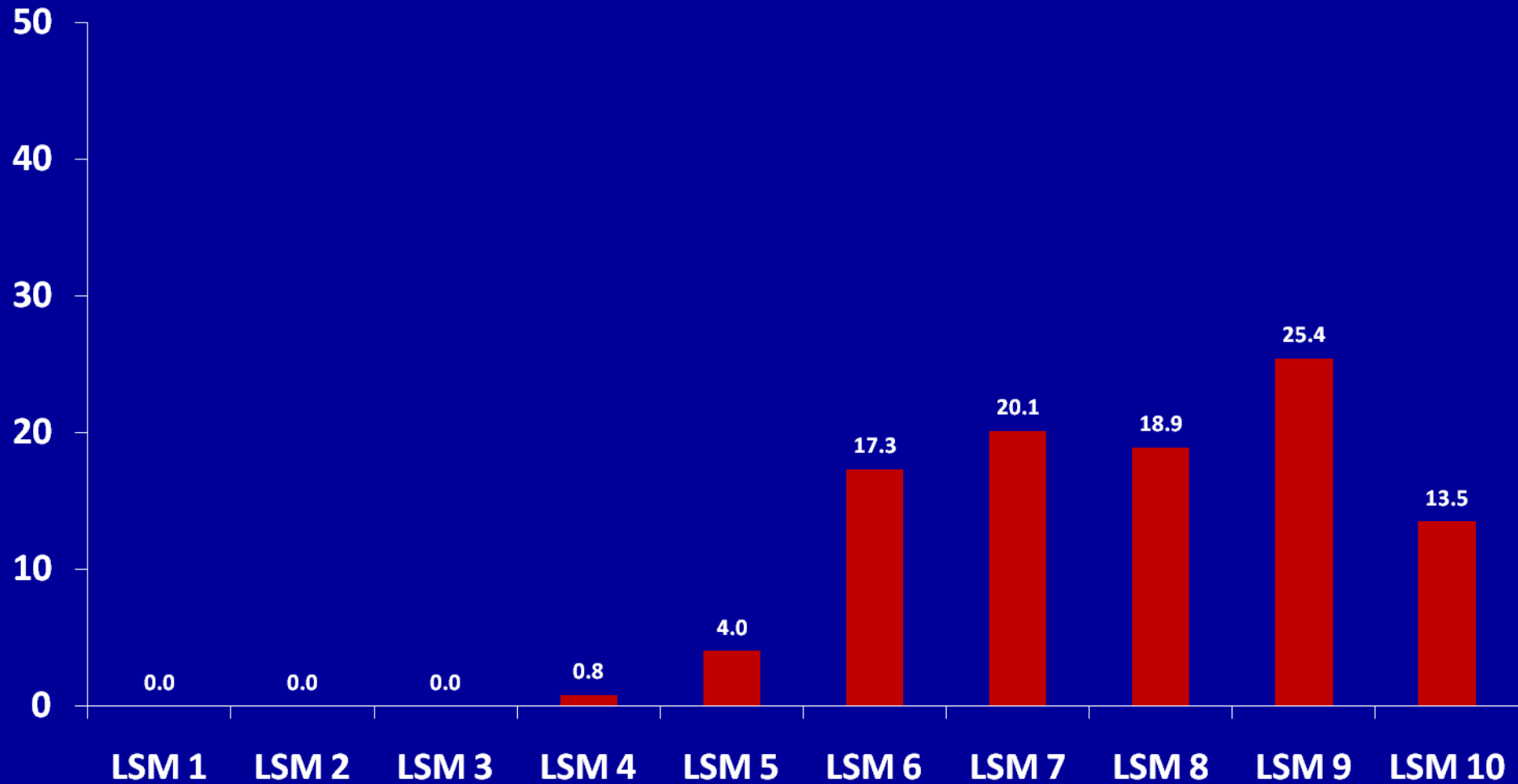


# 5. Lotus FM





# Lotus FM – LSM®



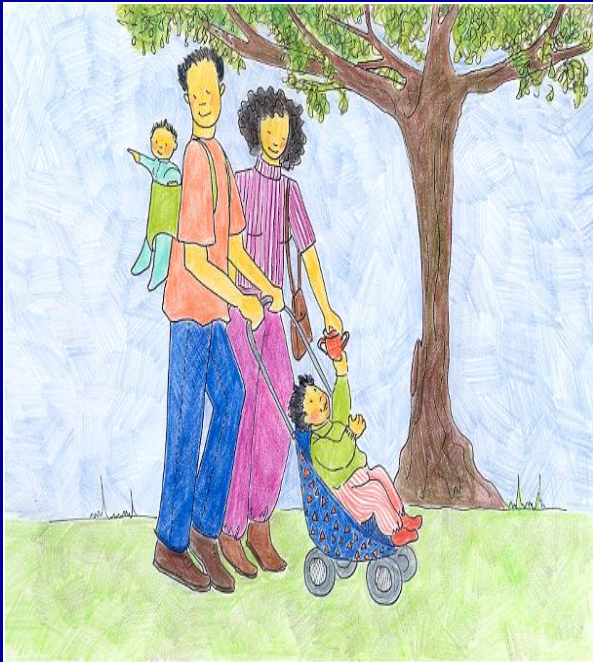
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# Lotus FM – Lifestage

Young Family



27.6%

Mature Couples



21.5%

Mature Singles



17.1%

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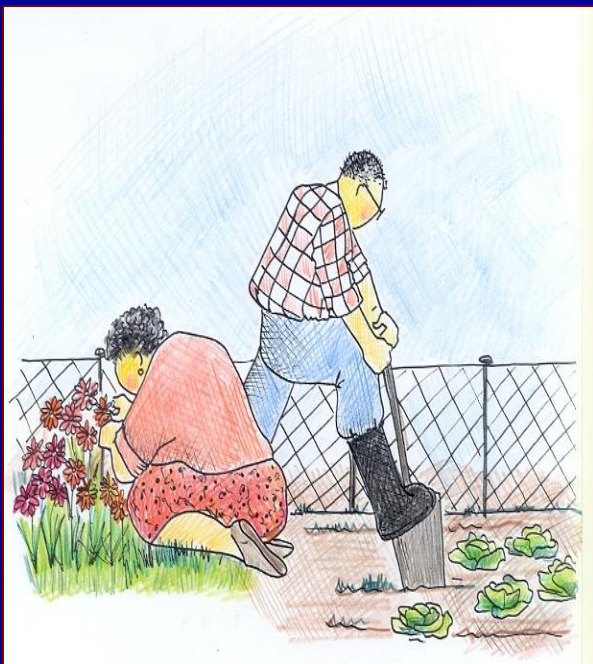


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# Lotus FM – Lifestyles

**Gardeners**



LSM 6-10 (12.3%)

**Studious**



LSM 6-10 (11.3%)

**Home Bodies**



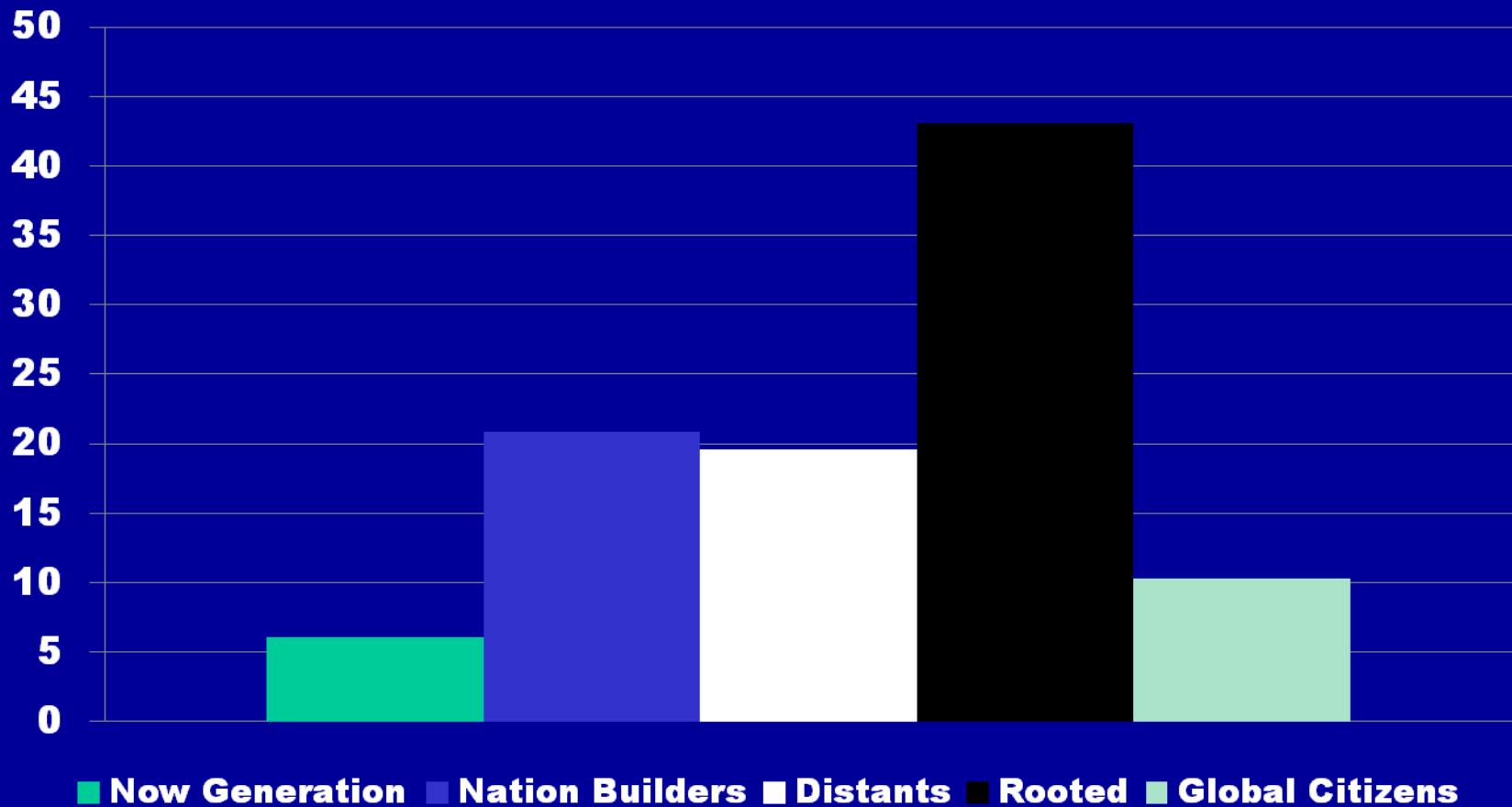
LSM 6-10 (10%)

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# Lotus FM – Attitude Groups

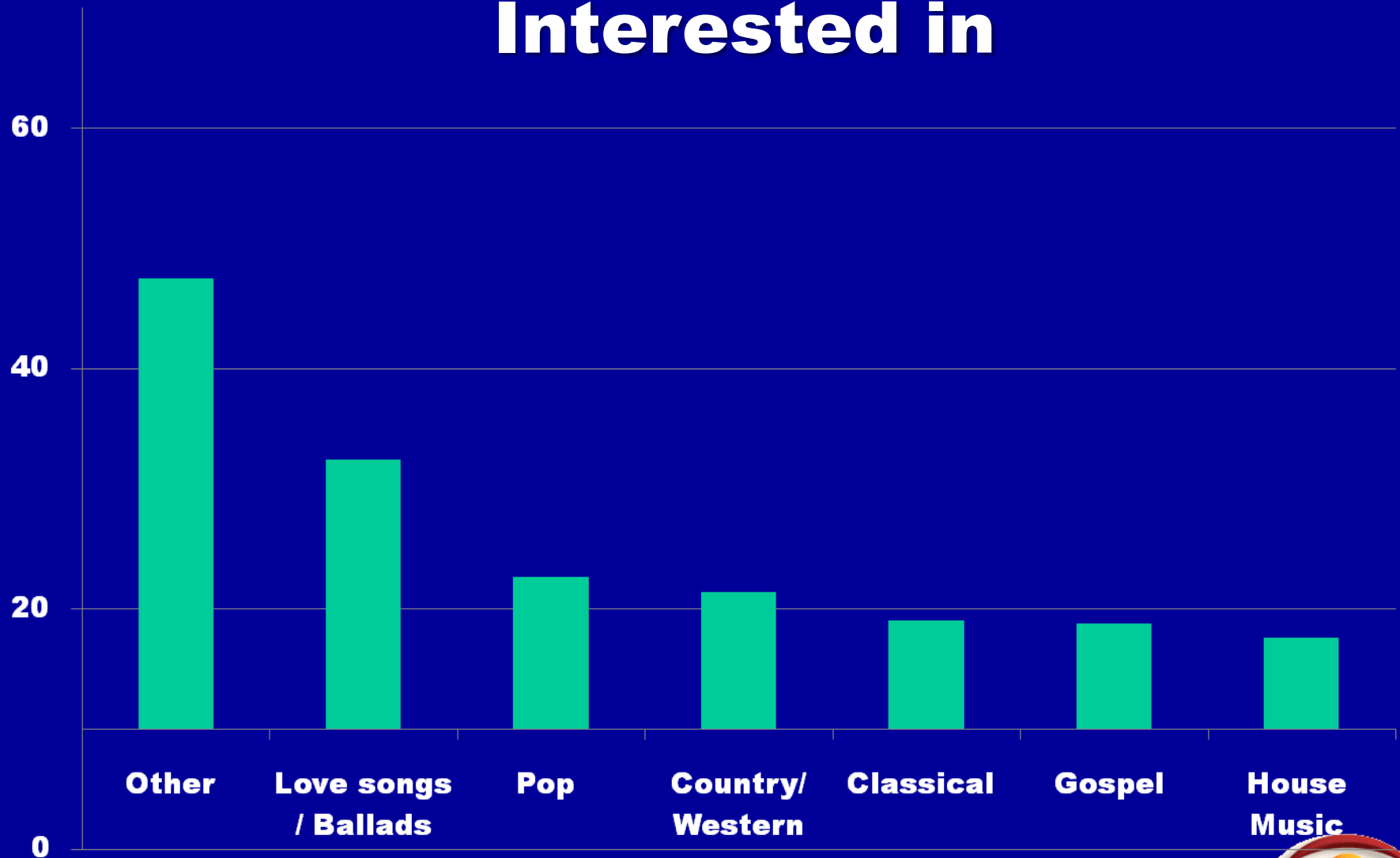


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# Lotus FM – Types of Music Interested in



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# Thank You!

