

Major research innovation launched - Quick LSMs

Issued by [Kantar](#)

11 Jun 2014

Mobile interviewing is seen as the future of research because it's fast, accurate, affordable and accessible. Marketers and research houses have already been using mobile for data collection for a few years already. However, most sampling frames require specific LSM groups, and to determine a respondent's LSM group takes 30 questions, thus the practical application of mobile interviews was limited in South Africa.



Millward Brown and TNS (both part of WPP's Kantar Group) joined forces to develop Quick LSM, a simpler classification system that is as good as the traditional method - using only some of 30 variables.

Quick LSM is ideally suitable for mobile research. This new methodology needs only four to five questions to classify a respondent into a LSM segment, compared to 30 questions on the traditional formula.

South Africa is the only country in the world that has developed a sophisticated statistical lifestyle segmentation model (LSMs) that is free to be used by anyone. The LSM model has become so popular that even non-researchers use it freely and understand what is implied.

Comparatively, the UK uses a class segmentation (A, B, C1, C2, D) to indicate upper to lower classes. This is based simply on the occupation of the respondent, and it's doubtful whether this is either a wealth indicator or a lifestyle indicator. It certainly is not suitable for Africa - or any of the developing nations.

Q-LSMs were unveiled at the SAMRA conference. Millward Brown and TNS have agreed to make this available to the industry at no charge. The technical paper explaining how Q-LSMs works is available on the SA Marketing Magazine site: <http://www.samktmag.com/>, click on the Q-LSM's tab at the top of the page.

For more information please get in touch with:

Erik du Plessis

e: erik.duplessis@millwardbrown.com

" **The Blueprint for Brand Growth. An evidence-based framework that defines the future of marketing** 15 May 2024

" **South Africa shines in the global 2024 Kantar Creative Effectiveness Awards** 25 Apr 2024

" **Creative trends 2024: Crafting effective digital ads** 1 Feb 2024

" **Navigating media trends in 2024: adapting strategies for consumer engagement** 25 Jan 2024

" **10 marketing trends for 2024** 5 Dec 2023

[Kantar](#)

KANTAR

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology we help our clients **understand people** and **inspire growth**.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>