

# The SAARF LSM has become the most widely used marketing research tool in South Africa !

The [SAARF](#) website provides an interesting explanation of many terms thrown around Marketing circles, but very seldom understood including LSM, AMPS and sub-divisions of segments.

According to the SAARF website: *"The SAARF LSM is a unique means of segmenting the South African market. It cuts across race and other outmoded techniques of categorising people, and instead groups people according to their living standards using criteria such as degree of urbanisation and ownership of cars and major appliances."* Visit the [SAARF website](#) for an interesting explanation of LSM and AMPS.

**Source:** [South African Advertising Research Foundation](#)

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