

PRODUCT SUMMARY SHEET

LIVING STANDARDS MEASURE:

The *Living Standards Measure (LSM)* segments the consumer market into 10 universally accepted groups by analysing the type of household assets people have access to.

This is a measure of the relative wealth of a household with class 10 indicating the highest living standard and class 1 indicating the lowest standard of living

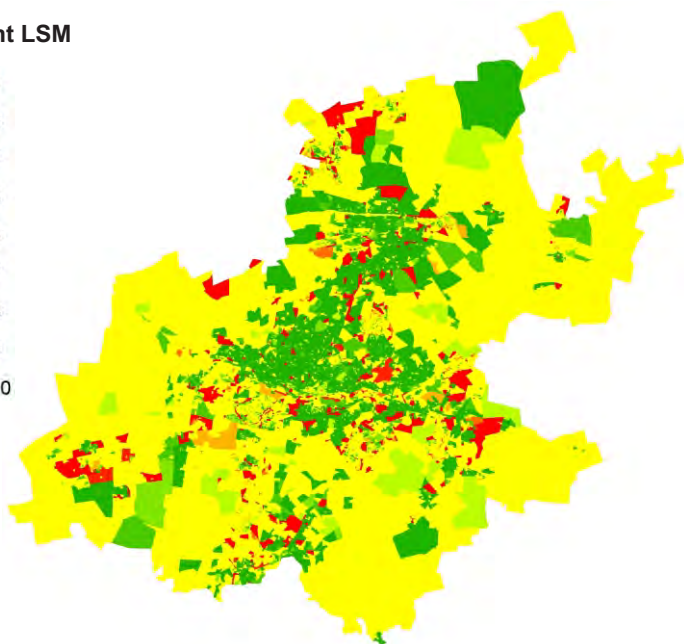
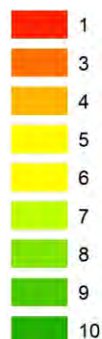


Demographic Data

CORE QUESTIONS:

- What is the number of households per individual LSM class per EA?
- What is the dominant LSM class per EA?
- What percentage of households in an EA are within a specific LSM class?
- How many households are there per EA?

Dominant LSM



Coverage:	National, Gauteng
Unit of sale:	National, Provincial, District, Municipal
Format:	Vector Polygons
Deliverable:	STATS SA 2011 EA polygon boundaries with applicable attributes.

KEY DATA INPUTS:

- AfricaScope LSM data

FULL PRODUCT CONTENT:

LSM Class

- Number of households per LSM Class per EA
- Dominant LSM class per EA

Percentage of Households

- Percentage of households per LSM class per EA

Households

- The number households per EA



*EA= Stats SA 2011 Enumerator Area