

## Exciting updates to Footprint

Compliments of the New Year. We've already had some exciting new updates to Footprint with an updated release of the DemProKey and the launch of a new Workflow 'Lite' module.

*The Footprint Team*



## Updated demographic profile offers improved view of South African population

Accurate, detailed profiling of the diverse South African population remains one of the most important tenets of consumer facing businesses. Recent updates to the **DemProKey**, Lightstone's proprietary profiling tool within Footprint, ensures that it remains the **most comprehensive and robust view of the population** by income, household numbers, economically active individuals, age and race available.

Profiling solutions based on Census data alone date quickly and are not able to give an accurate, current view of the population standing. Lightstone have, for this reason, traditionally used property information sourced from Deed's Office and various StatsSA releases to update and enhance the DemProKey to reflect a current view.

In order to **specifically address the movements and changes of the population in the informal sector**, our latest release also incorporates data sourced from Global Insights and GTI. The result being that the DemProKey now more even accurately segments the South African population into 5 broad and 13 specific categories.

The **DemProKey** segments the South African population into the following **broad classifications**:

**Very Low Income:** Living in areas where houses are worth less than R200,000, average household income less than R6,000 per month and equates broadly to LSMs 1 to 7

**Low Income:** Living in areas where houses are worth R200,000 to R750,000, average household income is between R6,000 and R18,000 per month and equates broadly to LSMs 7 and 8

**Mid Income:** Living in areas where houses are worth R750,000 to R1.5m, average household income is between R18,000 and R43,000 per month and equates to LSMs 9 and 10

Welcome to our latest clients



MASSCASH



## For more information

**Rob Mackay**

[robm@lightstone.co.za](mailto:robm@lightstone.co.za)

011 244 8440

083 236 9405

**Veronique Kotze**

[veroniquek@lightstone.co.za](mailto:veroniquek@lightstone.co.za)

021 434 1530

082 821 4887

## Support Desk

Monday - Friday 08h00 to 17h00

[support@lightstone.co.za](mailto:support@lightstone.co.za)

0860 106 389

**High Income:** Living in areas where houses are worth R1.5 to R3m, average household income is between R43,000 and R75,000 per month and equates to LSM 10 High

**Very High Income:** Living in areas where houses are worth more than R3m, average household income is over R75,000 per month and equates to LSM 10 High

### Address

Block G Wedgewood Office Park  
3 Muswell Road South  
Bryanston, 2191

**GPS:** 26.052985,28.023666

The broad classifications are further broken down into **13 specific categories**, namely:

Income Class	Household Income	LSM
<b>2010</b>	<b>Subrange</b>	
IA	<R1,500	1 – 3
IB	R1,500 - R3,000	4 – 7 Low
IC	R3,000 - R6,000	4 – 7 Low
IIA	R6,000 - R9,000	4 – 7 Low
IIB	R9,000 - R15,000	7 High – 8 Low
IIC	R15,000 - R18,000	8 High
IIIA	R18,000 - R24,000	9 Low
IIIB	R24,000 - R37,000	9 High
IIIC	R37,000 - R43,000	10 Low
IIIA	R43,000 - R51,000	10 High
IIIB	R51,000 - R67,000	10 High
IIIC	R67,000 - R75,000	10 High
IIII	Above R75,000	10 High

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## Introducing the new Workflow 'Lite' Module

The Workflow 'Lite' module provides users with the ability to capture their own points of interest (e.g., a new location or a potential new site) within Footprint. These sites are saved for future viewing and can be used as a centralised 'electronic filing cabinet' for important documentation, user notes and information. The Workflow 'Lite' module can be used to replace a paper-based or Excel spread sheet system for exchanging information on new locations and the progress of site feasibilities. It also provides a mapped view of all information, helpful for quickly sharing progress at a senior Exco or Board level. The Workflow 'Lite' module allows users to capture point, data, user notes and documentation only, whilst the 'full' Workflow module caters for a full approval system, with email trail and sign-off process on these sites.

**For further information or a demonstration on this exciting technology, please do not hesitate to contact one of our consultants.**

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The logo for Lightstone, featuring the word "Lightstone" in a blue, handwritten-style font. Below the letters "t", "o", "n", and "e" are four horizontal bars in blue, red, yellow, and green respectively.

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