ROOTS:

Alex

(Alex News)

2019

KANTAR

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Map of the Community

Reach

Papers & Weekly Magazines

Online News

Advertising Usage – Local Paper

Size and Structure

Community Size & Structure

Trended (to 2010 or 2016 – depending on availability of data)

Wealth

Socio Economic Structure (SEM)
Living Standard Measurement (LSM)
Monthly Household Income

Trended (to 2010 or 2016 – depending on availability of data)

Finance - Products & Banks

Insurance – Products & Insurers

Connection

Internet

Cell Phone

Transport

Life Changers & Interests

Shopping

Centres, online, transport & travel time

Loyalty Cards & Garage Forecourts

Home & Garden

Home & Garden

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Who & How

How Often & Where

Clothes & Shoes

Entertainment

Watching & Listening

Eating & Drinking

Casino

Travel

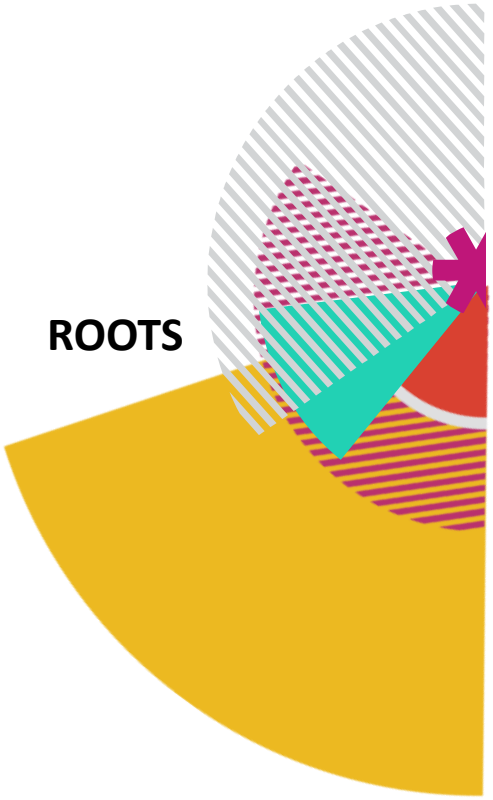
Health

Complaints & Cures

Lifestyle

Self Care

Some detail



What is Roots?

A landscape survey which spans 110 metropolitan communities across South Africa with a total sample of 27 468. Each community is sampled independently

Formal households are selected using multi-stage cluster sampling and purchase decision makers (shoppers) are randomly selected from the household for interview.

In this document

A community is a defined geographical footprint from which the samples are drawn. The map provided defines these boundaries.

Reading the charts

The **community** is identified in the **top right corner** of the page

The **sample** size, universe size and **description** are displayed at the **bottom** of the page (e.g. (n) 300, representing 40,000 households or 60,000 shoppers)

Community data is compared to the composite of similar communities
see below for details

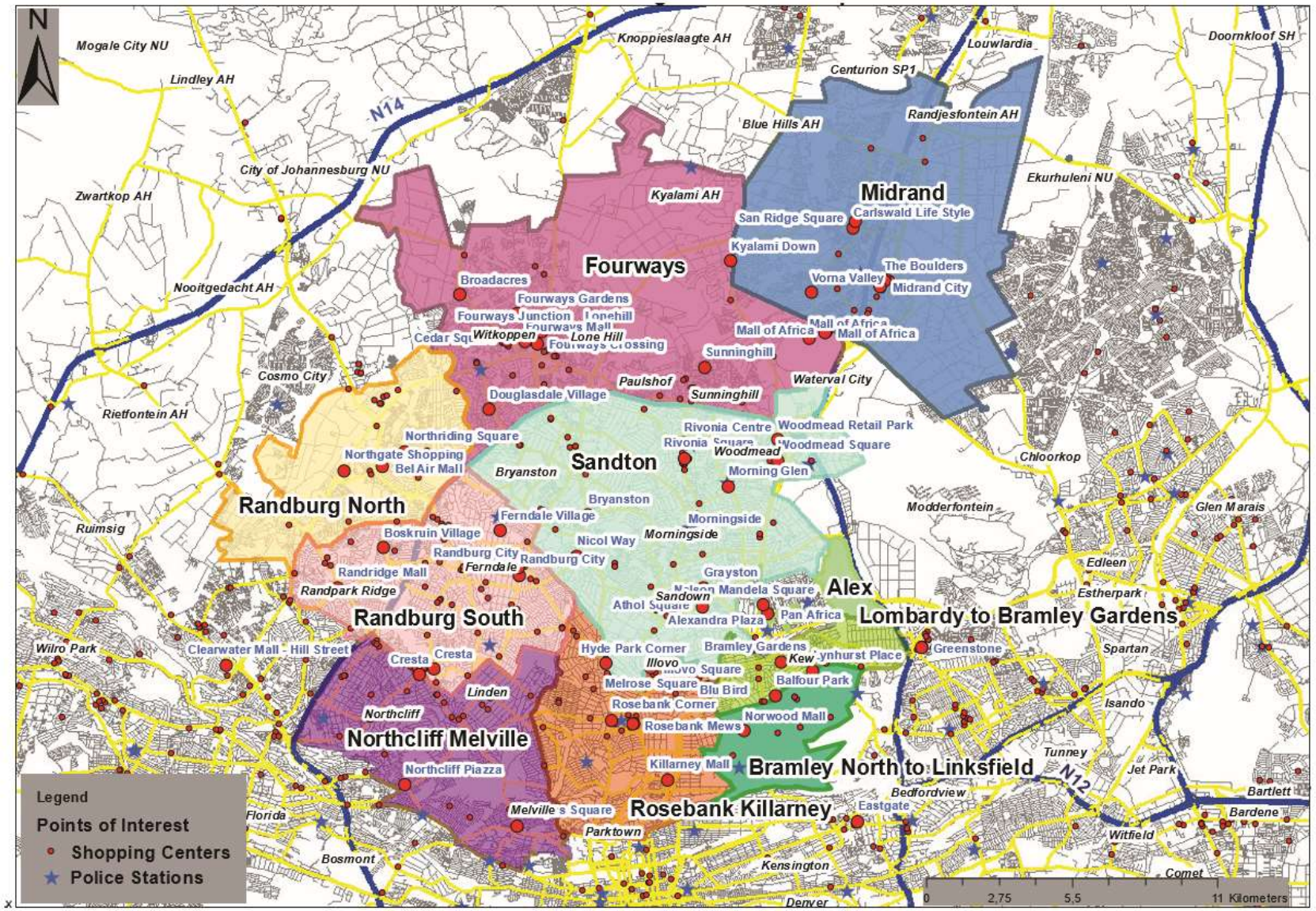
The **community's** information is always shown in **colour** and the comparative **Metro** data **in grey**

Where applicable community data is **trended back 10** years or as far as comparable

Large Metros – 62 Communities	Medium Metros –18 Communities	Small Metros –30 Communities
Johannesburg, Cape Town, Tshwane, Ethikwini/Durban, Ekhruleni Eg: Sandton, Athlone, Durban North, Boksburg,	Nelson Mandela Bay, Bloemfontein, Pietermaritzburg, West Rand, Vaal, Kimberley, Polokwane, Buffalo City/East London	Western Cape (Garden Route, Wine Lands, Helderburg) KZN (North and South Coast, Zululand, Midlands) Mpumalanga (Mbombela, Witbank, Bethal, Middleburg, Ermelo,Lydenburg) Freestate (Welkom, Bethlehem, Kroonstad) Eastern Cape (Uitenhage, Mthatha), Rustenburg

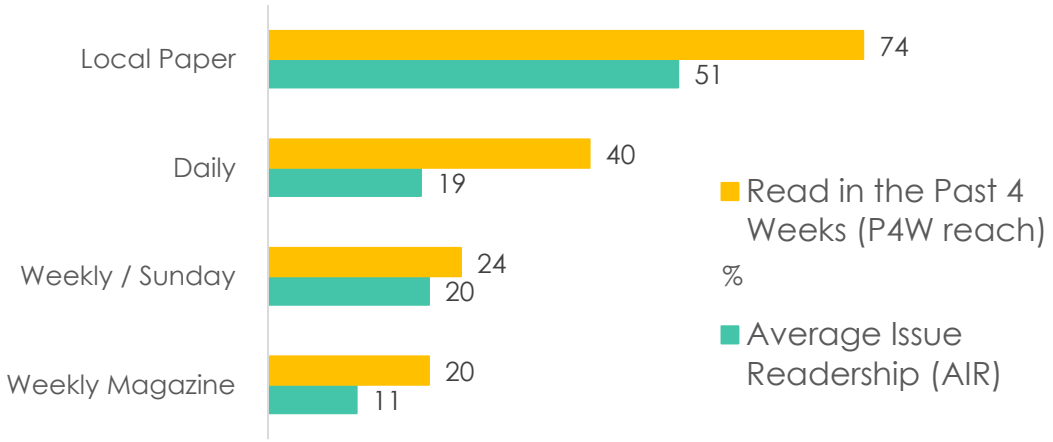
Map showing where the research was conducted

Johannesburg North 2019 Footprints

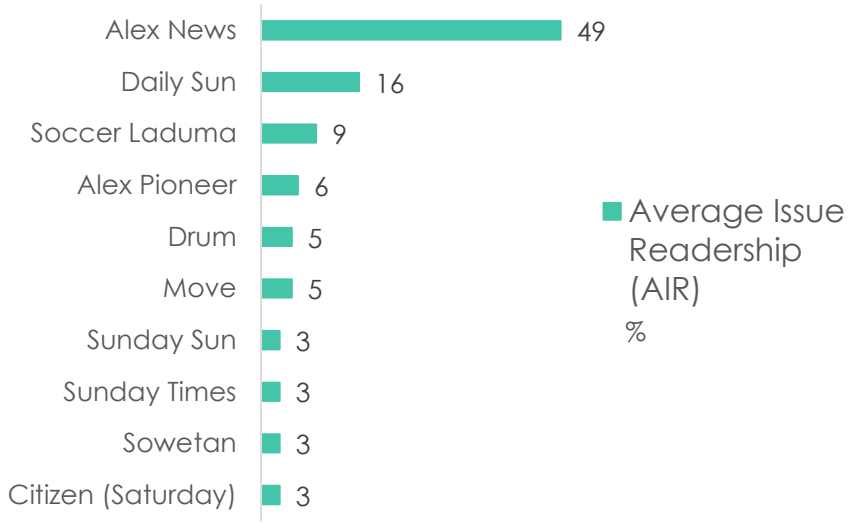


Reach – Papers & Weekly Magazines

Paper Categories



Top 10 paper titles



Regular Readers

Usually read 3 or 4 out of 4 issues of the local paper

42% 70%

of past 4 weeks readers

Multiple Reading

Read one issue of the local paper on more than one occasion

12% 29%

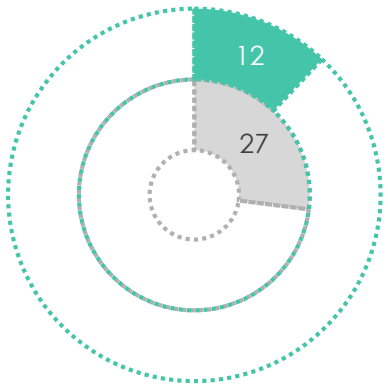
of Average Issue Readers

Community Large Metros

Source : ROOTS

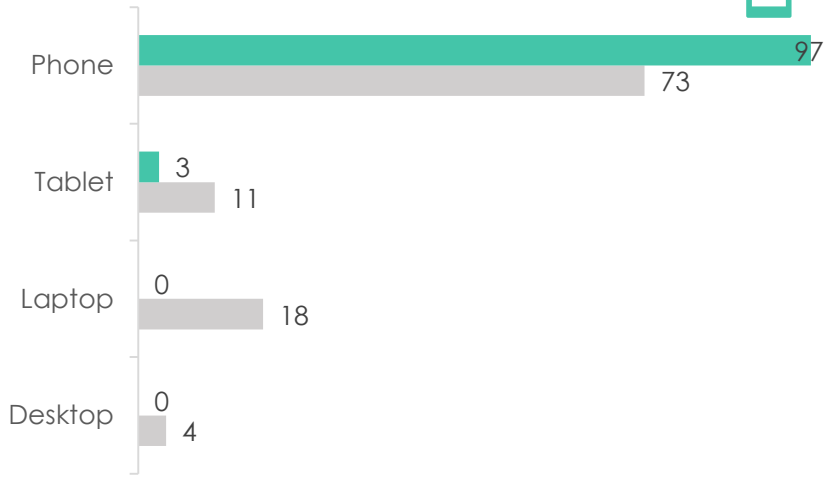
Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

Read news online in the past 7 days



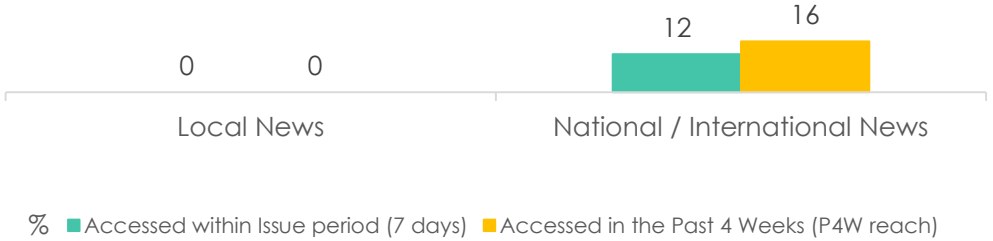
% Community Large Metros

What device P7D online readers use



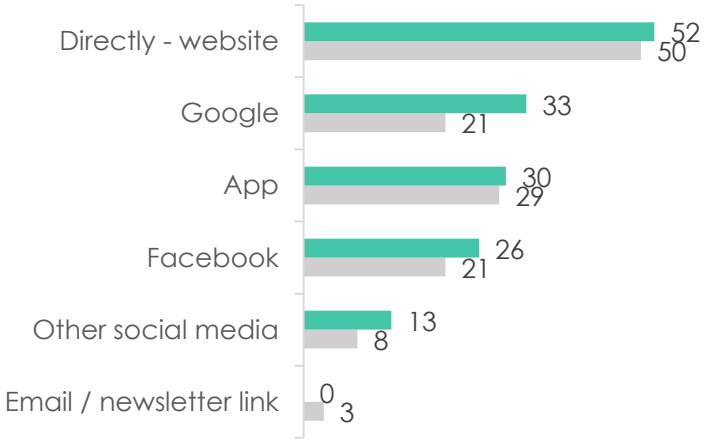
% Community Large Metros

Type of News accessed



% Accessed within Issue period (7 days) Accessed in the Past 4 Weeks (P4W reach)

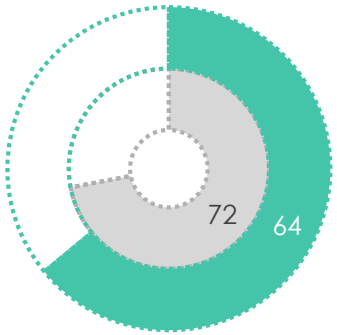
How P7D online readers get there



% Community Large Metros

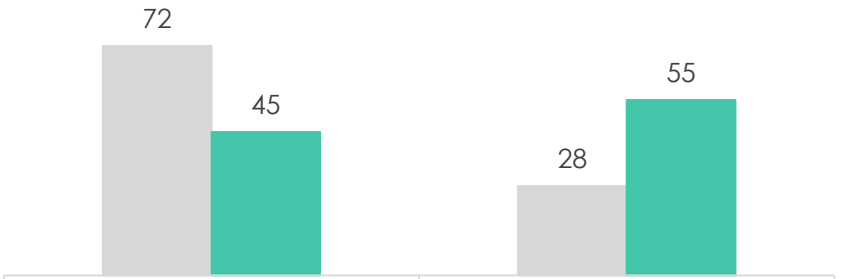
Advertising Usage – Alex News

Use advertising in the local paper to help with shopping decisions



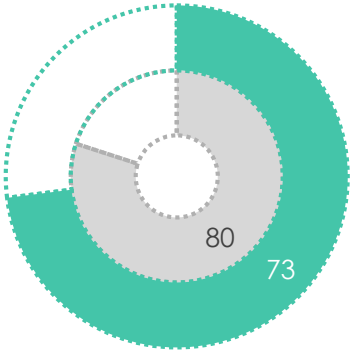
% Community Large Metros

Preference for receiving advertising inserts/ leaflets



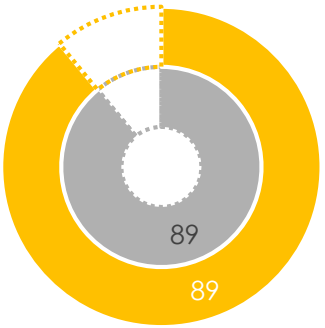
% Community Large Metros

Read the inserts delivered to the home inside their local paper

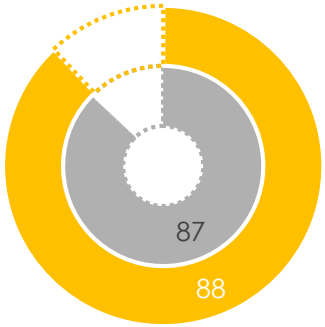


% Community Large Metros

Plan shopping



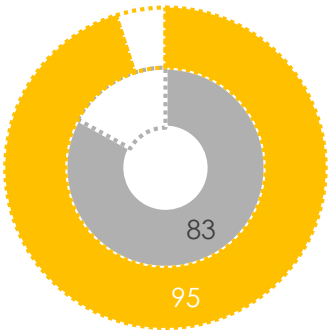
Plan a day or 2 before / within the week



86%

of readers of the local paper read on Wednesday, Thursday or Friday before the weekend shop

Mostly shop over the weekend



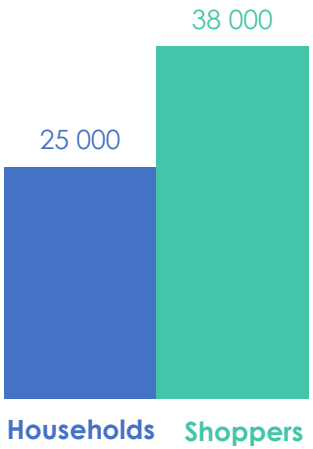
% Community Large Metros

Source : ROOTS

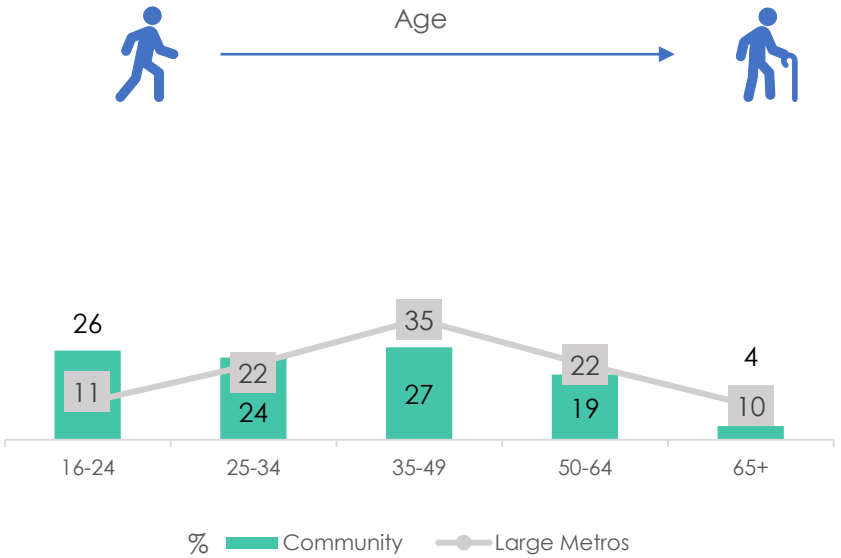
Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

Community Size & Structure

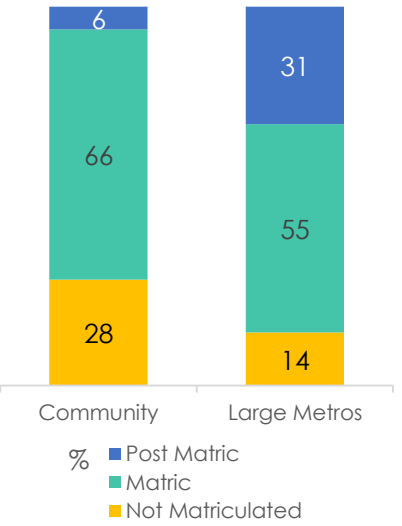
Footprint size



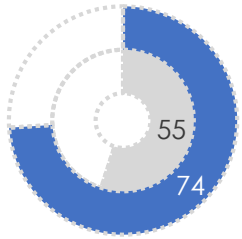
Age



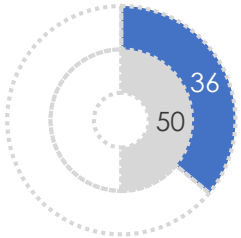
Education



Children

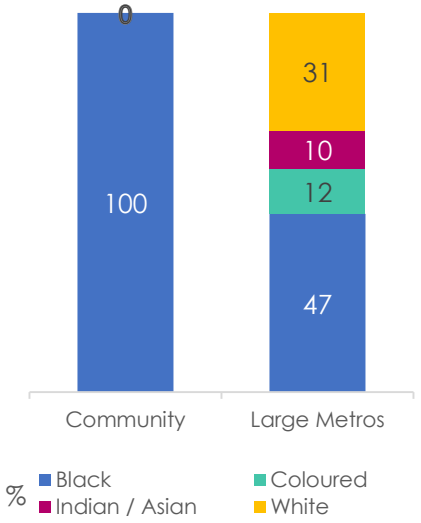


Married or living with a partner

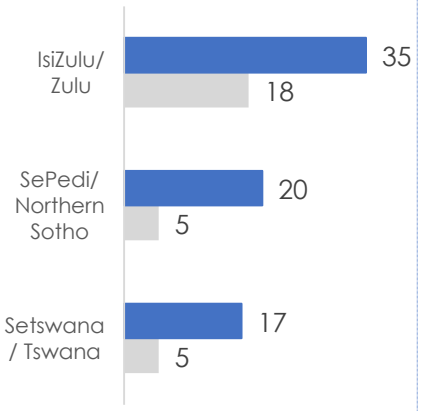


% Community Large Metros

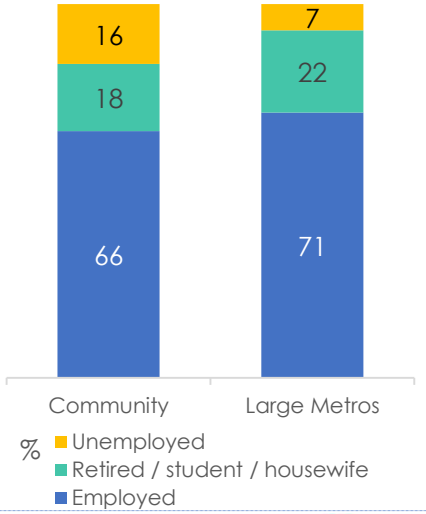
Race



Language



Employment

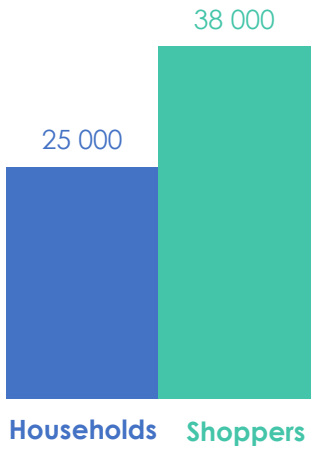


Source : ROOTS

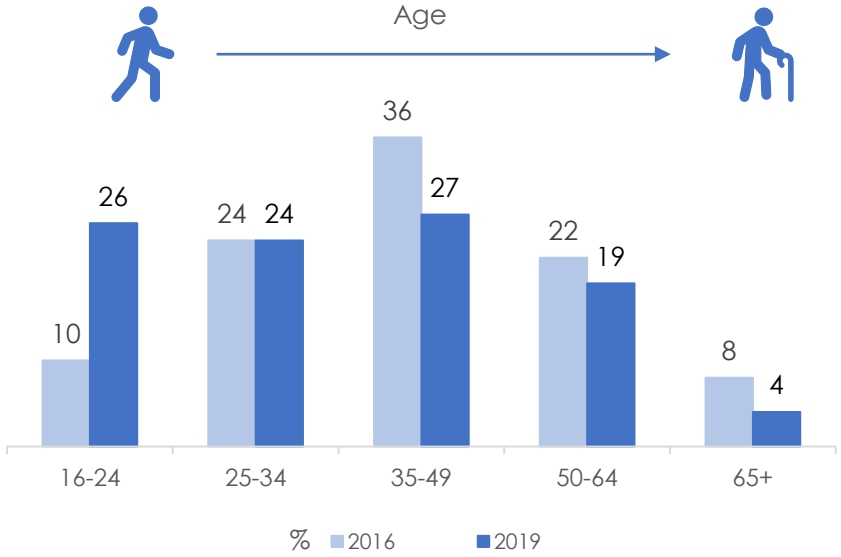
Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

Community Size & Structure – Trended

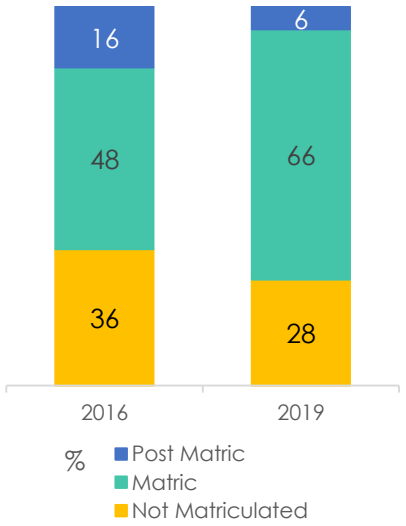
Footprint size



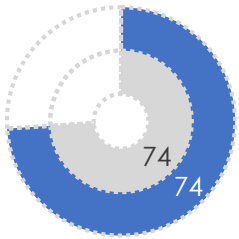
Age



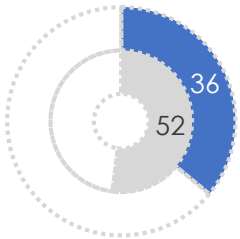
Education



Children

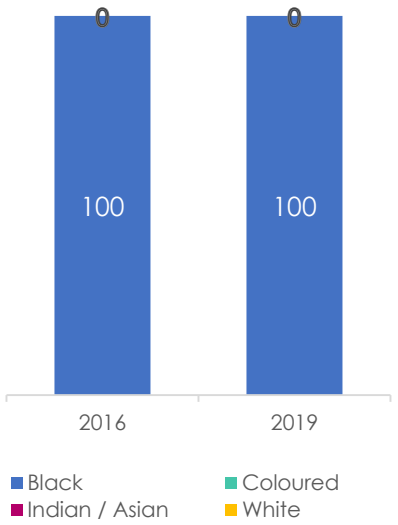


Married or living with a partner



% 2016 2019

Race



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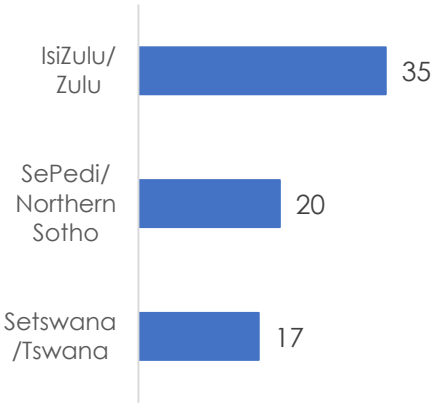
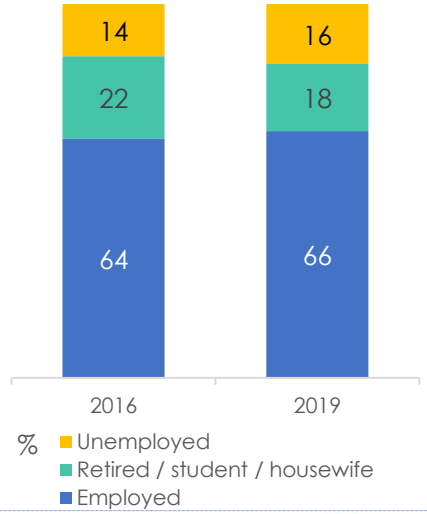


Employment

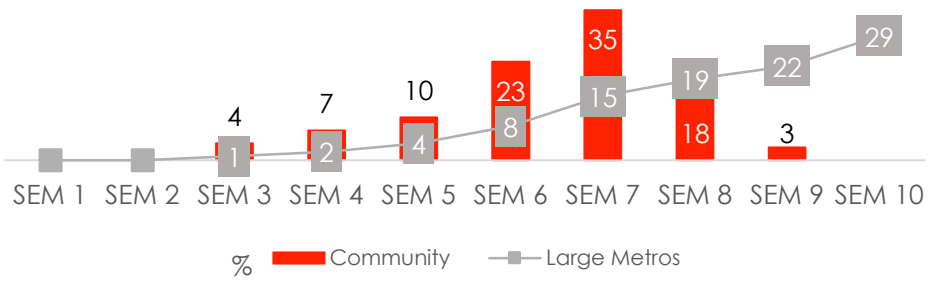


Source : ROOTS

Alex : (n) 201 representing **38,000** shoppers

Wealth – Socio Economic Structure

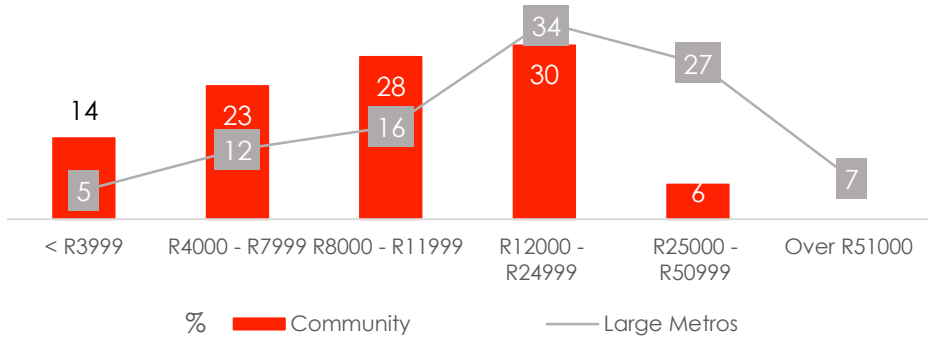
Socio Economic Measure (SEM) distribution



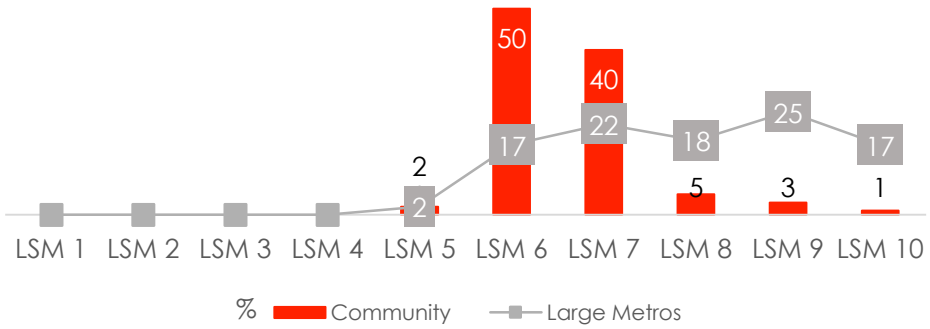
Monthly Household Income

Mean
(Average monthly Household Income)

R12 570 R23 270



Living Standard Measurement (LSM) distribution



Percentage of people who have…

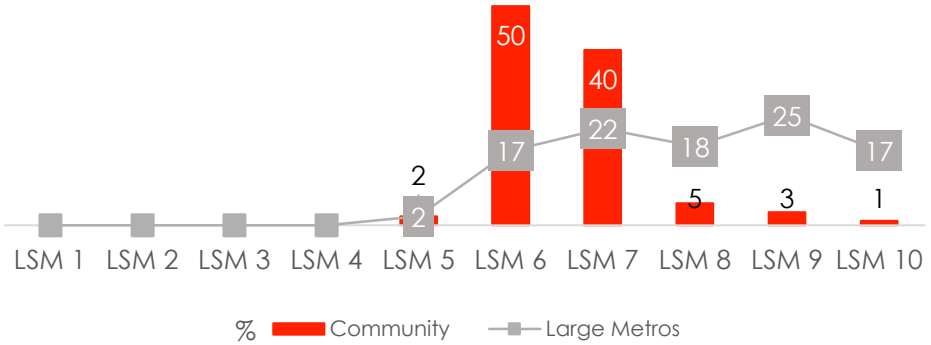
	Community %	Large Metros %
Long Term Savings / Investments	59	58
Medical Aid	7	39
Own Business	6	9
Credit Card	4	23

Source : ROOTS

Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

Wealth – LSM & Income Trended

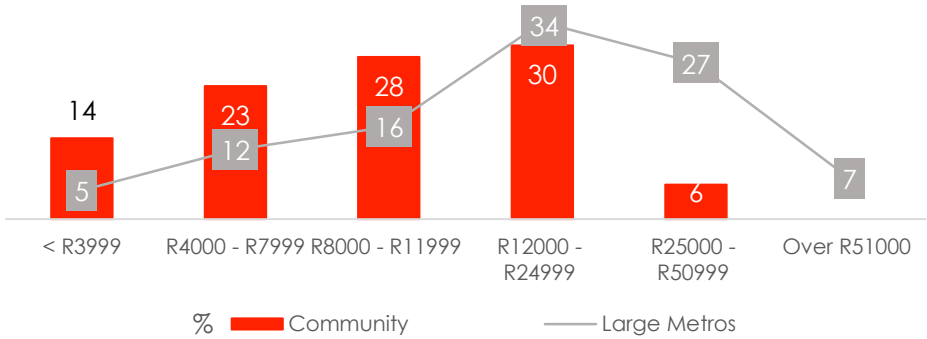
LSM distribution



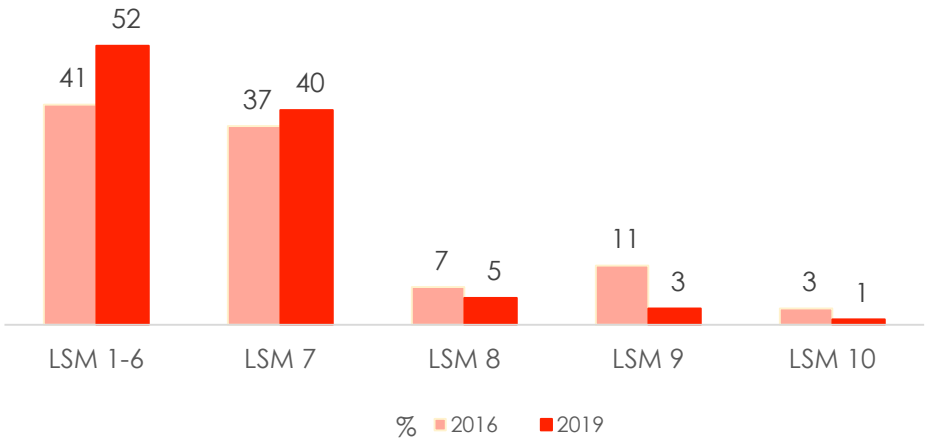
Monthly Household Income

Mean
(Average monthly Household Income)

R12 570 R23 270



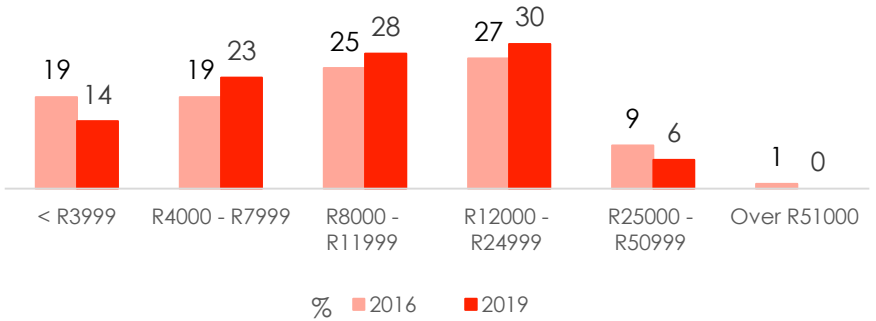
LSM - Trended



Monthly Household Income - Trended

Mean
(Average monthly Household Income)

R12 570 R13 415



Source : ROOTS

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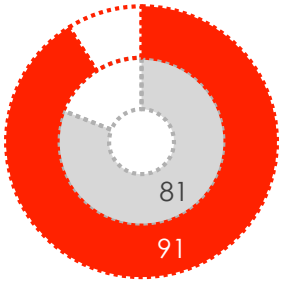
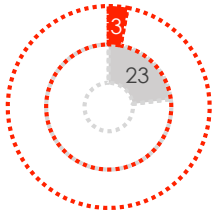
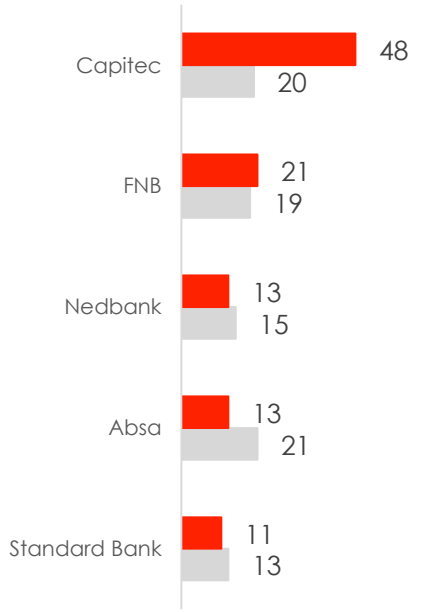
Savings or Current Account



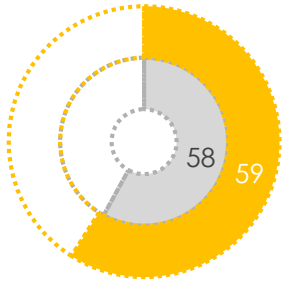
Credit card

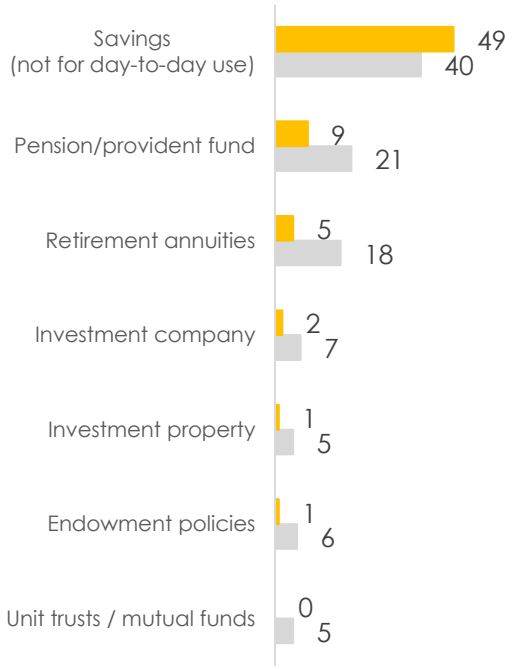


Top 5 banks used across all accounts

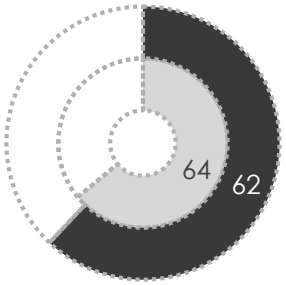


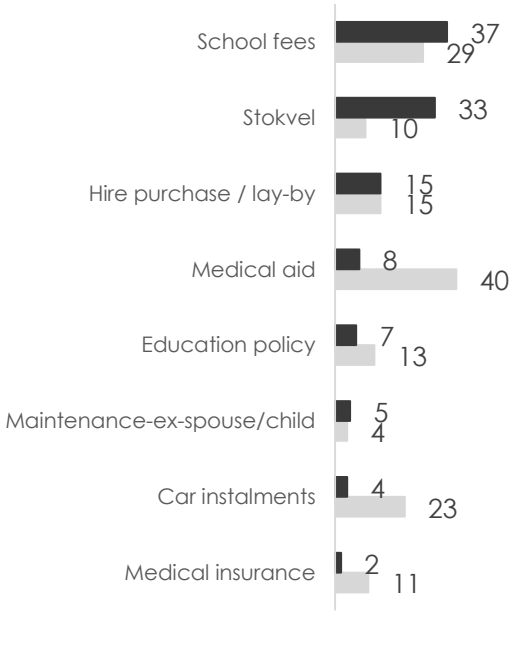
Long Term Saving or Investments





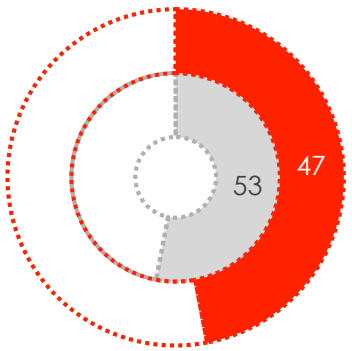
Long Term Monthly Commitments





Wealth – Insurance

Short Term Insurance



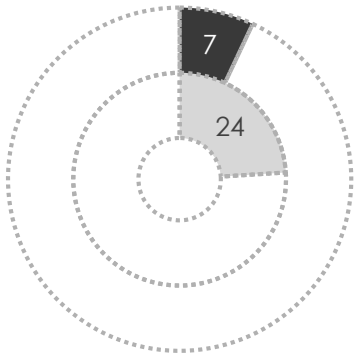
Top 2 Car insurers

	Community	Large Metros
Budget	1	5
Dial Direct	1	2

% Community Large Metros

Type	Community %	Large Metros %
Funeral cover	41	31
Burial society	12	9
Life insurance	7	23
Car insurance	3	33
Homeowners	1	11
Household content	0	10

Long Term Insurance

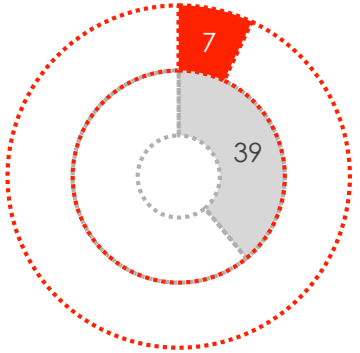


	Community	Large Metros
Life insurance	7	23
Disability	0	3

% Community Large Metros

Life Insurers	Community %	Large Metros %
Old Mutual	1	4
Clientele	1	2
Hollard	1	2
Sanlam	0	2
Discovery Life	0	2

Medical Aid



% Community Large Metros

Providers	Community %	Large Metros %
Discovery Health	3	13
Bonitas	1	6
GEMS	0	5
Bestmed	0	2
Medscheme	0	2

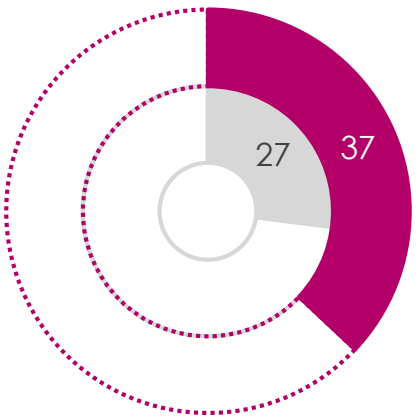
Connection – Internet

Use the internet Past 4 weeks

75%

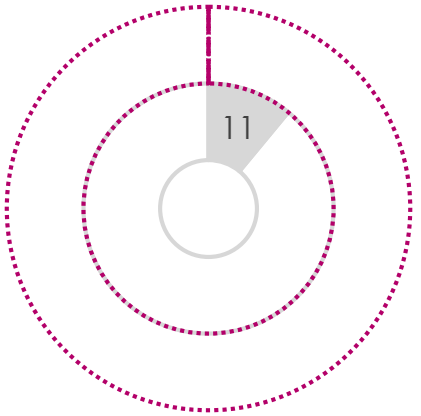
80%

Use internet "all the time"



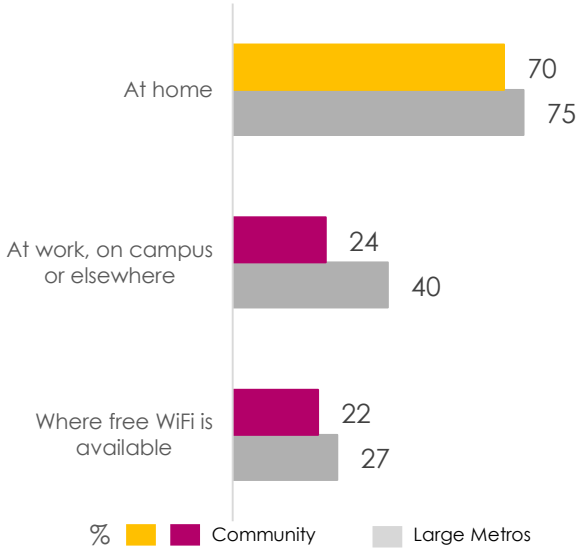
% Community Large Metros

Have uncapped data in the home



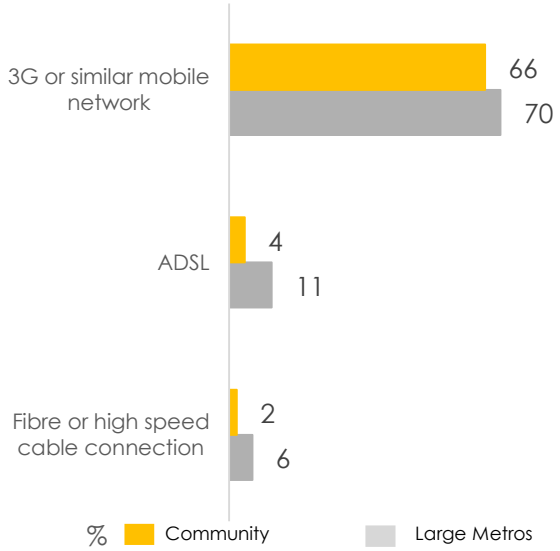
% Community Large Metros

Where you connect



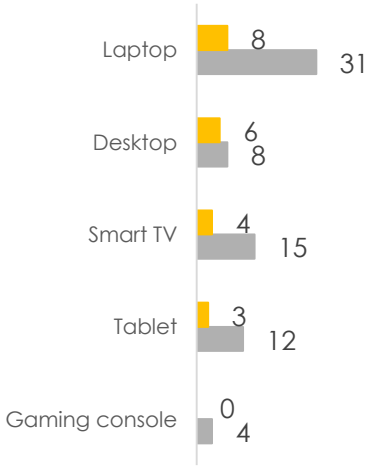
% Community Large Metros

Home connection



% Community Large Metros

Devices in the home



% Community Large Metros

BUILDING INSIGHTS

Source : ROOTS

Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

KANTAR SPARK media

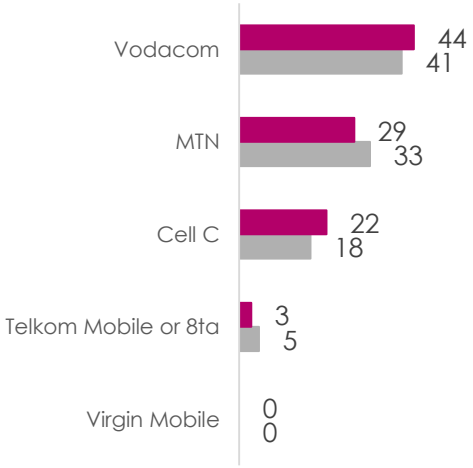
Connection – Cell Phone

Have a Cell phone

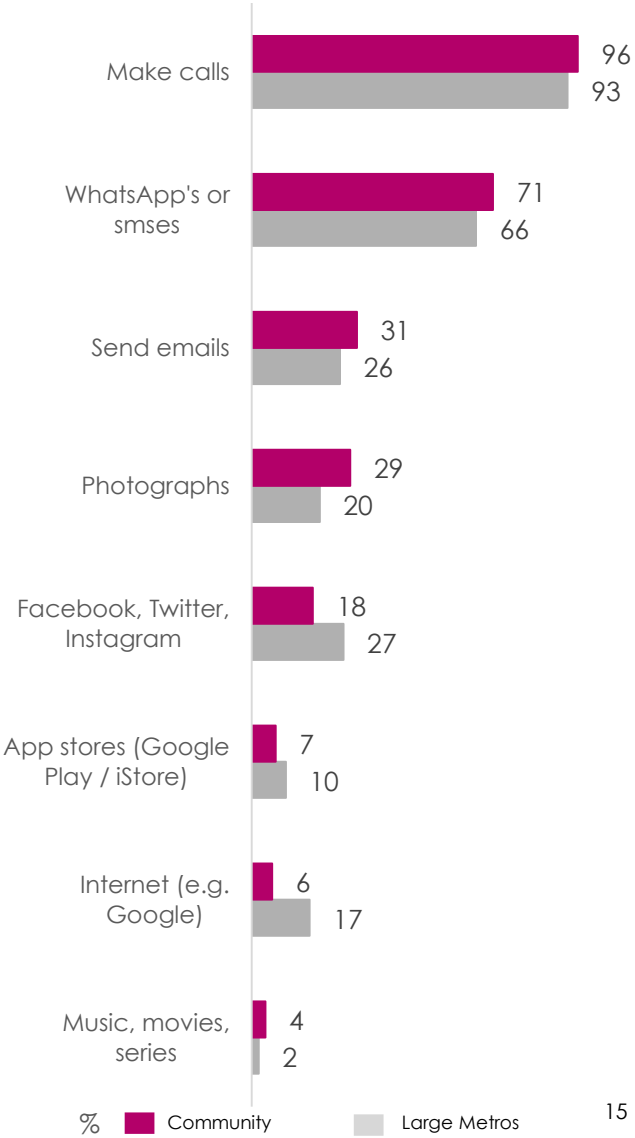
97% 95%

Community Large Metros

Provider



Top Activities

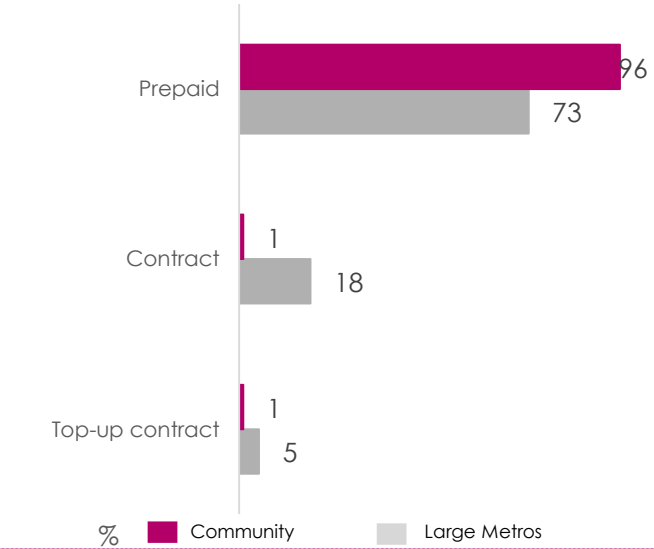


Have a Smart Cell phone

75% 83%

Community Large Metros

Contract

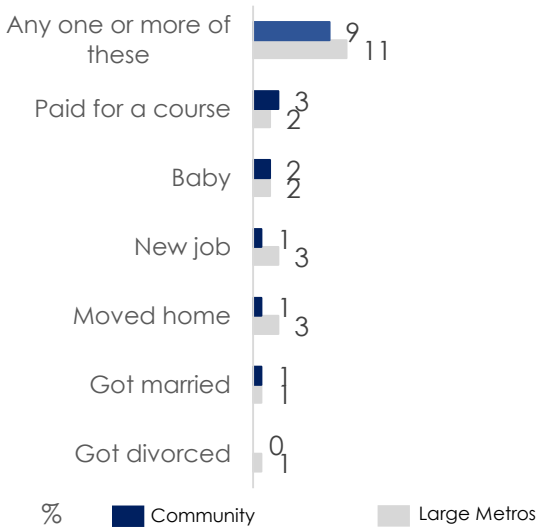


Source : ROOTS

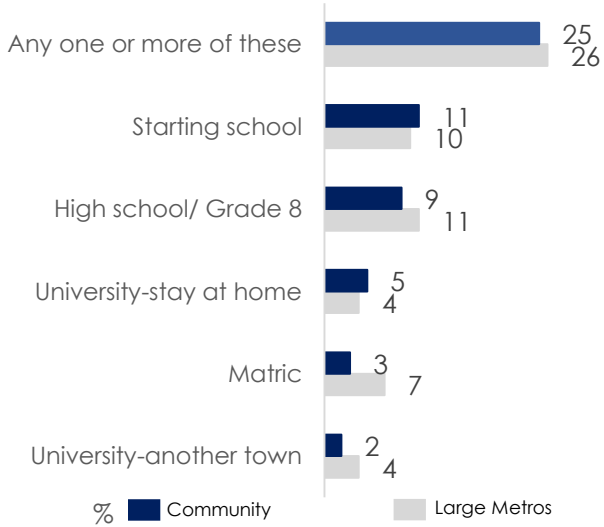
Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

Life Changers & Interests

Big changes in personal life



Big changes in children's lives



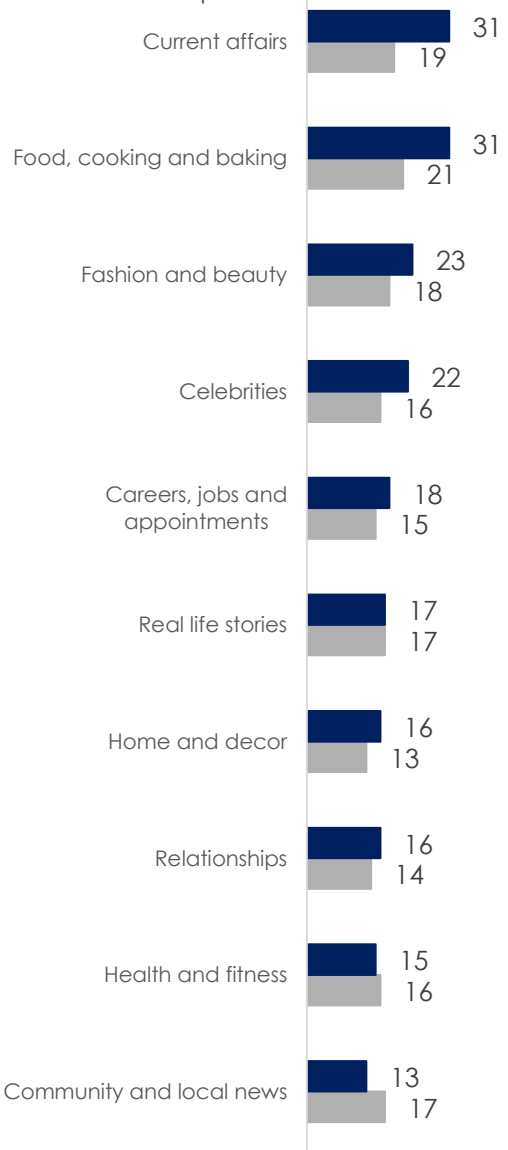
Have at least one interest

74% 67%

Self proclaimed expert in at least one area of interest

66% 62%

Top 10 interests



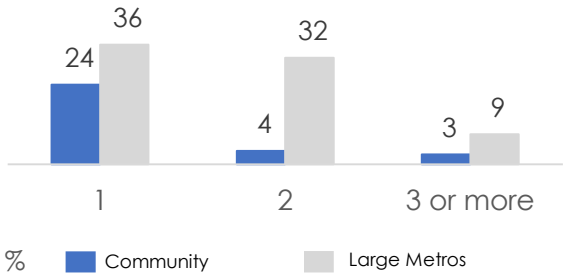
Source : ROOTS

Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

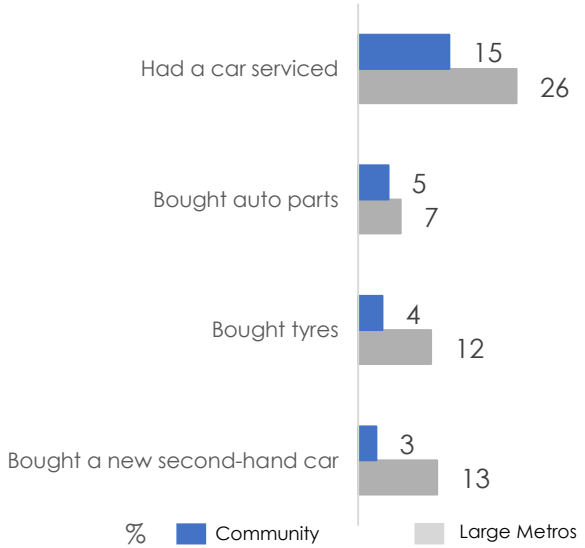
Have a car in the household

32%

77%



Car purchases – past 12 months



Use Uber

15%

25%

Use Gautrain

12%

5%
Work

10%
Shopping

Top 3 tyre retailers Large Metros

Hi-Q

Tiger Wheel&Tyre

Auto Zone

Top 3 auto part retailers Large Metros

MIDAS

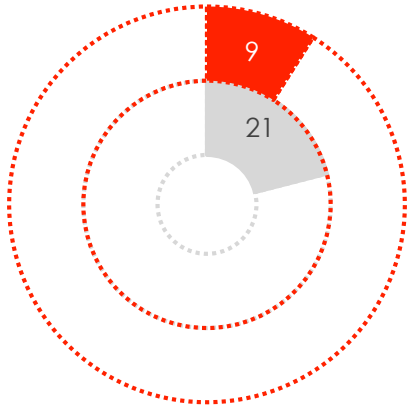
Auto Zone

Hi-Q

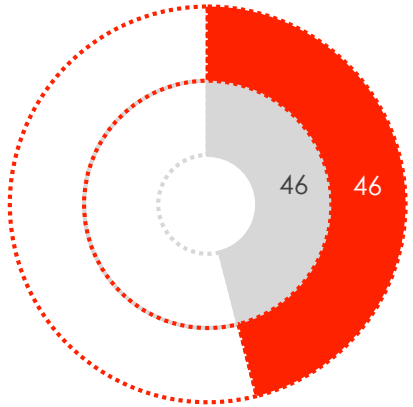
Shopping – Centres, Online, Transport & Travel Time

Top 5 shopping centres - past 3 months

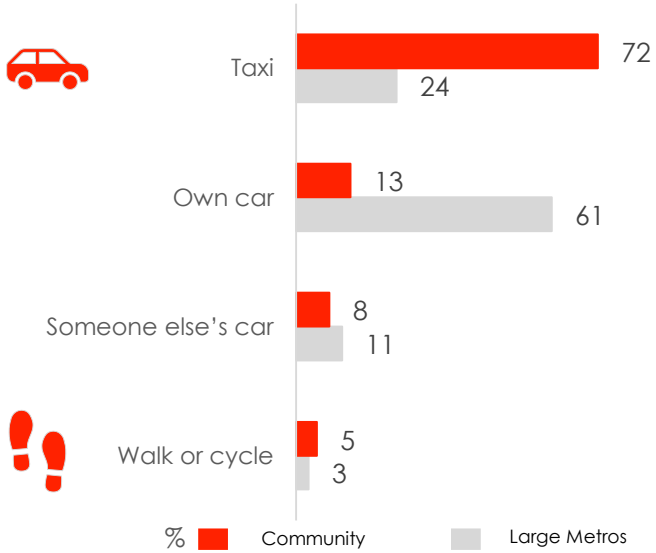
Bought something online - past 12 months



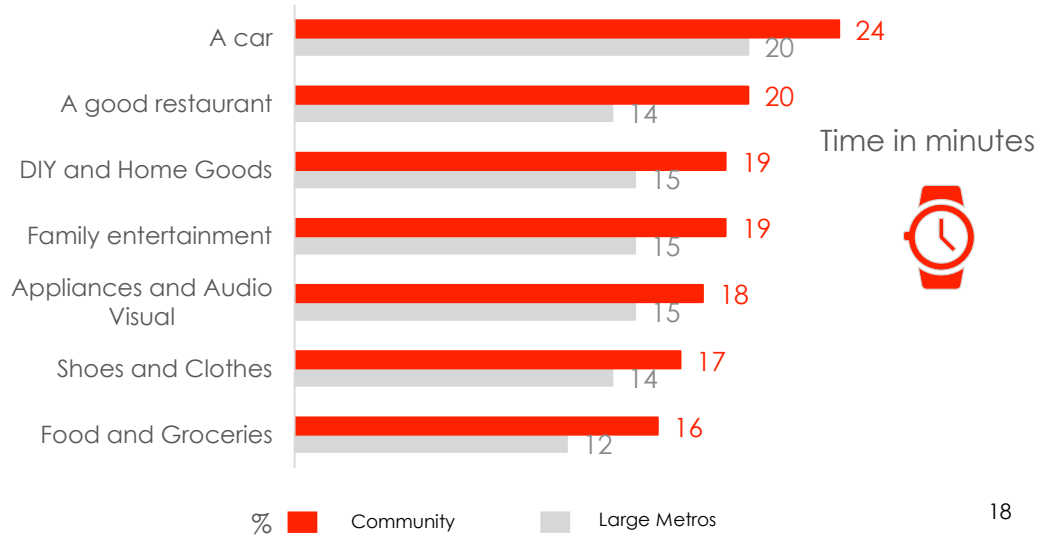
Researched online before buying - past 12 months



Transport when shopping



Average Time prepared to travel for.....



Source : ROOTS

Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

Shopping – Loyalty Cards & Garage Forecourts

Have a **loyalty card**

61% 79%

Average **number of cards**

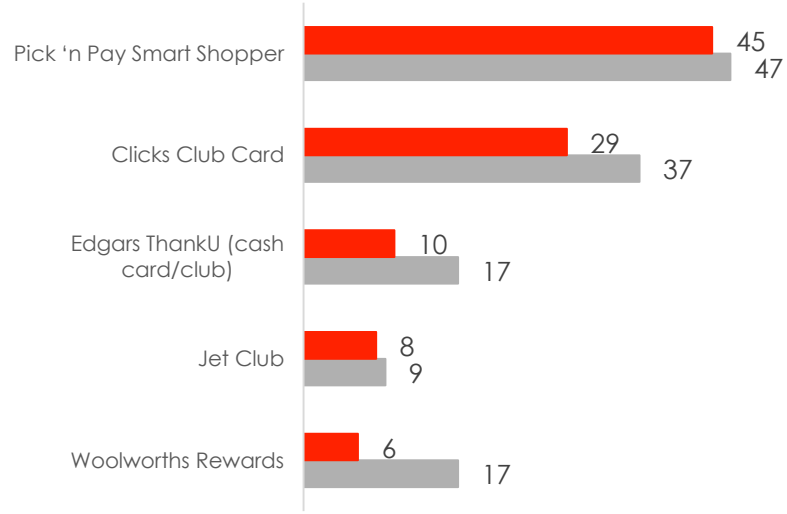
1.6 2.5

Average **number of times they are used** in a month

1.2 2.2

Community Large Metros

Top 5 loyalty cards



Visited a Garage Forecourt

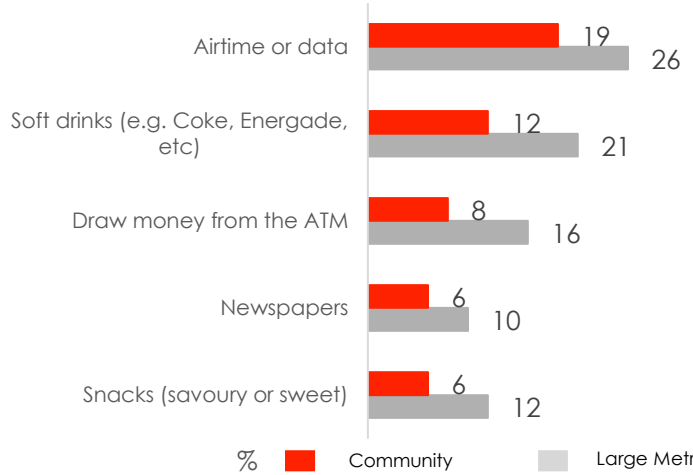
30% 50%

Average **number of times visited** in a month

2.7 3.6

Community Large Metros

Top 5 purchases at the forecourt, besides petrol

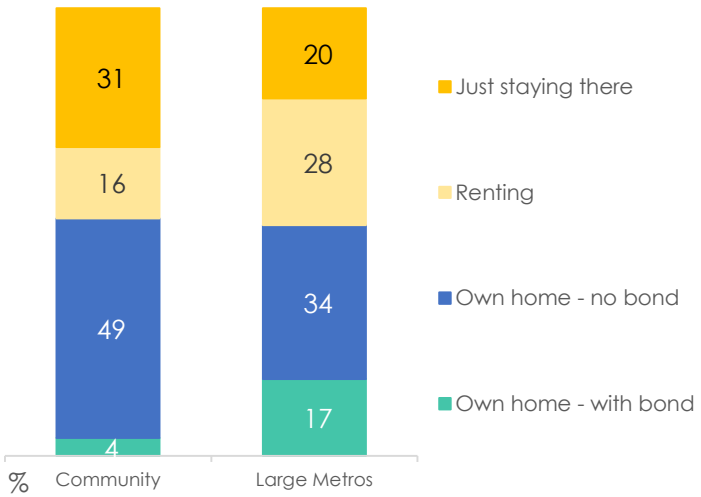


Source : ROOTS Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

Home & Garden

Alex

Home Ownership



Done home renovations in past year

25%

37%

Have home security

1%

42%

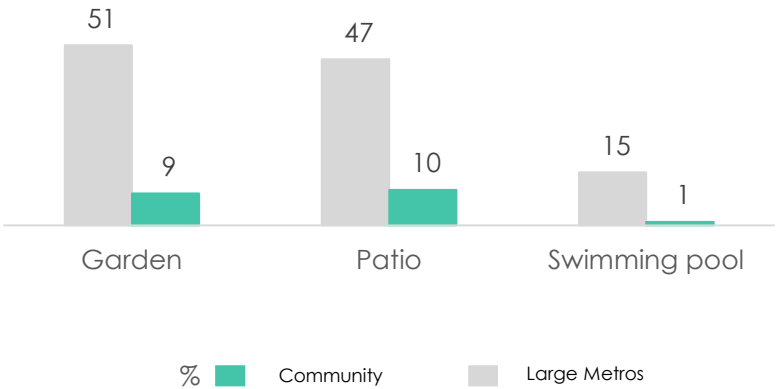
Have a dog

7%

35%

Community Large Metros

Garden

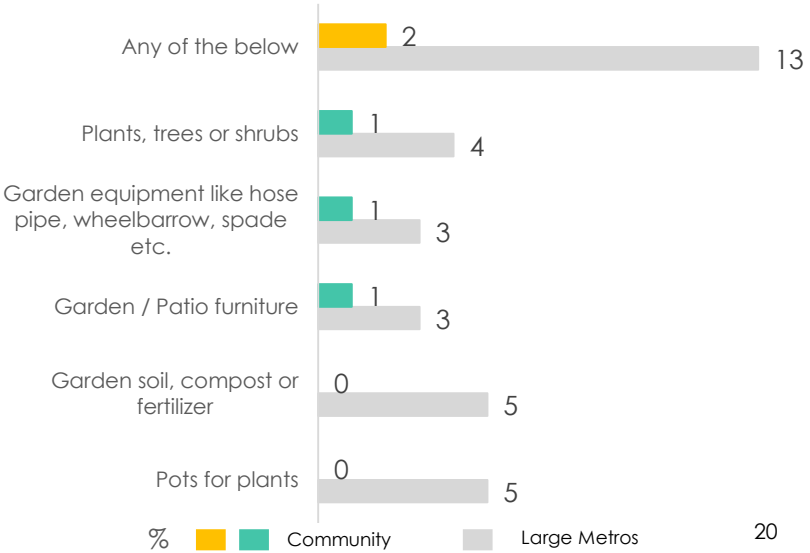


Renovated or actively worked in the garden in past year

5%

28%

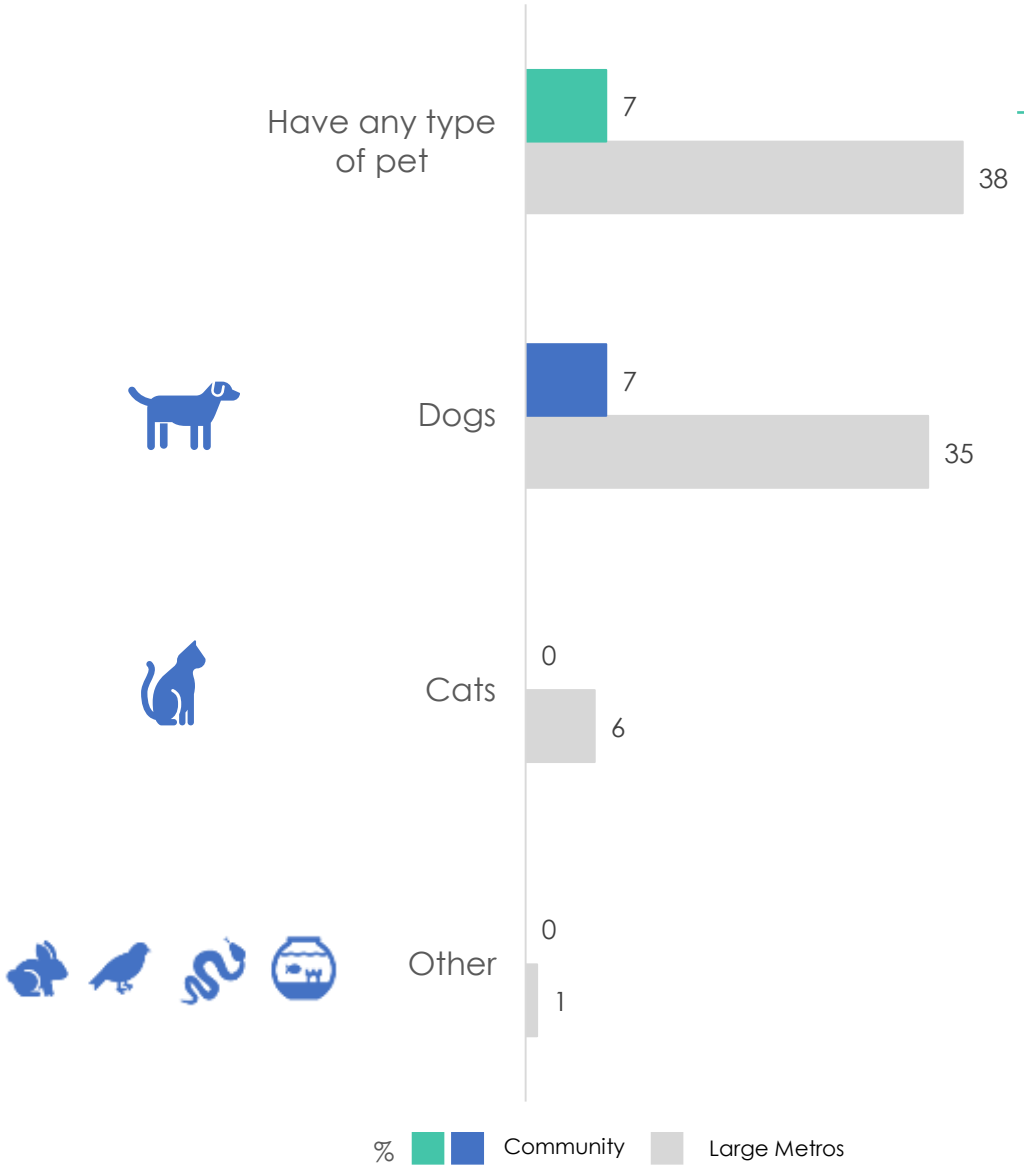
Specific garden purchases past year



Source : ROOTS

Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

Pets at home

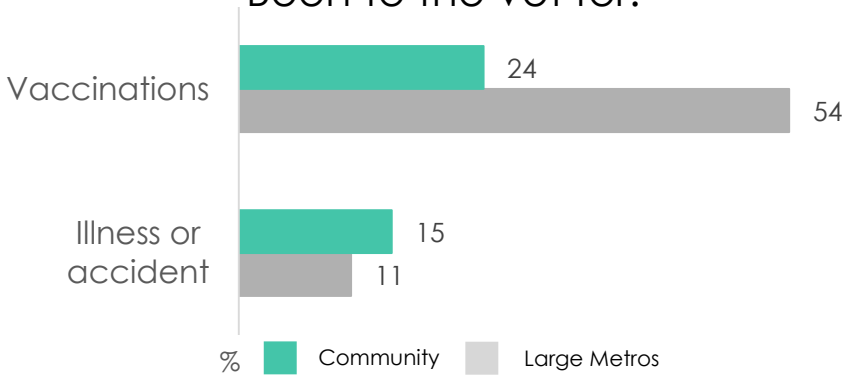


Pet owners have been to the vet in the past 12 months…..

31%

58%

Been to the vet for:



% of vet visitors who have pet insurance:

0%

8%

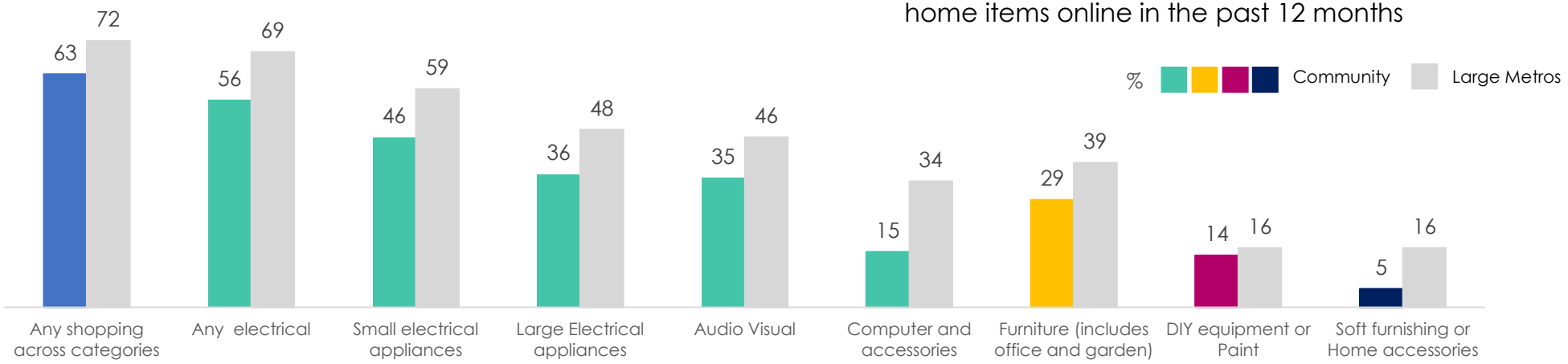
Source : ROOTS

Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

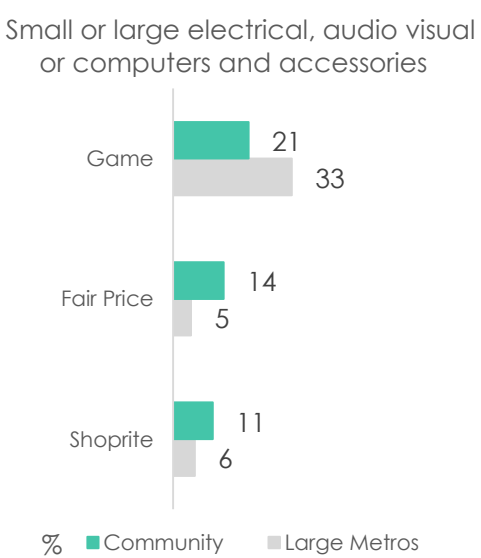
Shopping for the home

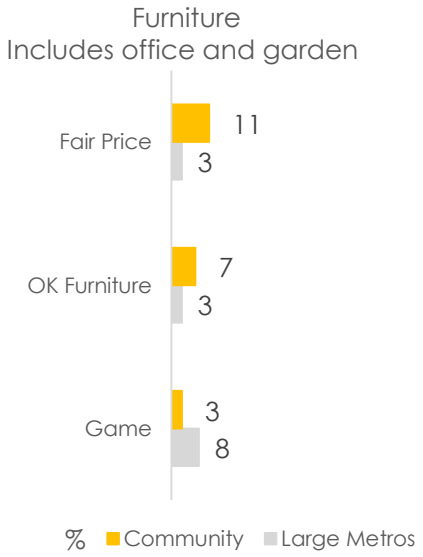
Specific home categories shopped in past 12 months

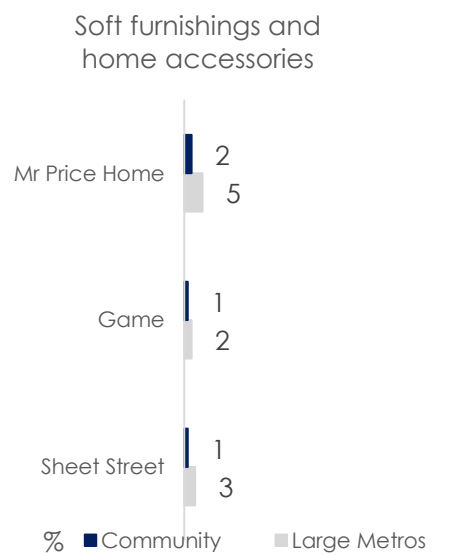
Online durables shopping is still in its infancy, **1%** of the Community and **4%** of Large Metros have bought one or more of these home items online in the past 12 months



Top 3 Retailers…







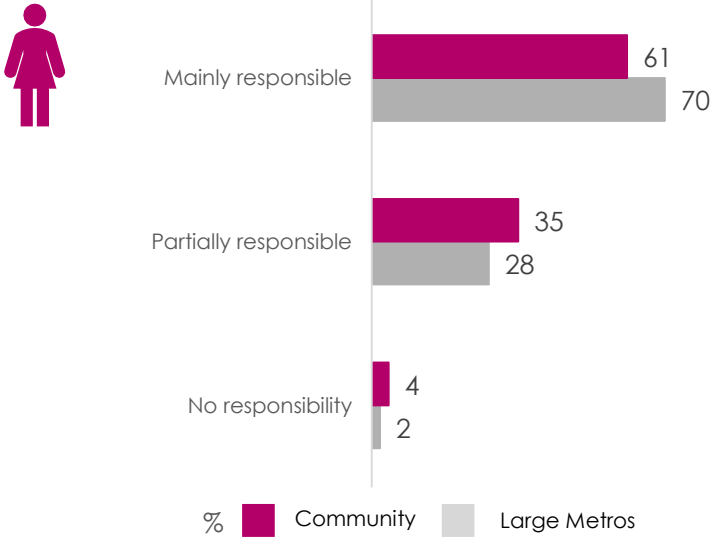
BUILDING INSIGHTS Source : ROOTS

Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

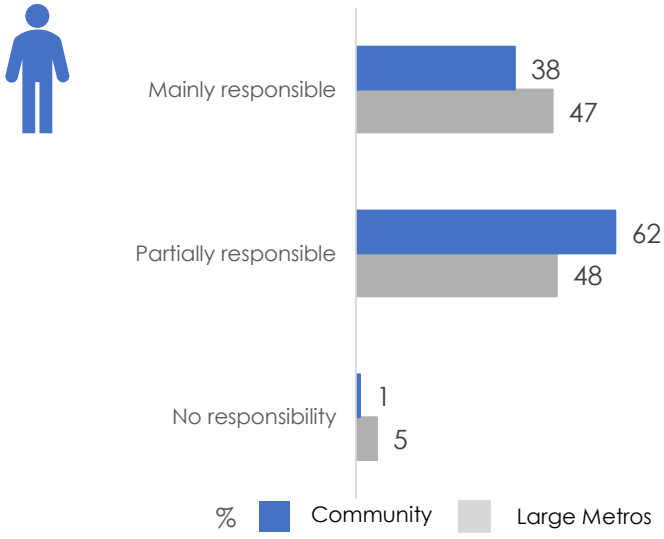
KANTAR SPARK media

Food & Groceries – Who & How

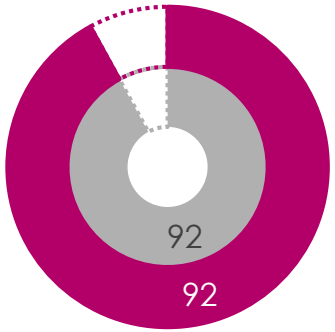
Who does the grocery shopping ?



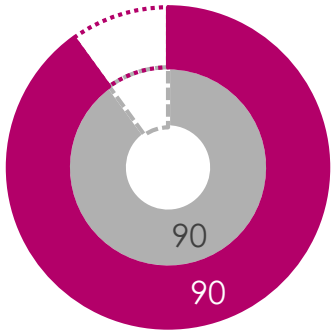
Who does the grocery shopping ?



Plan food shopping



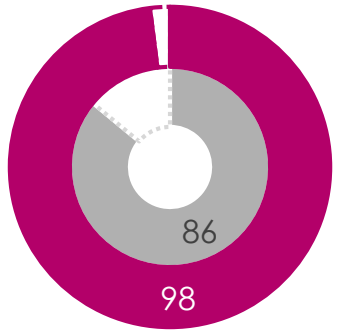
Plan a day or 2 before / within the week



86%

of readers of the local paper read on Wednesday, Thursday or Friday before the weekend shop

Mostly grocery shop over the weekend



% Community Large Metros

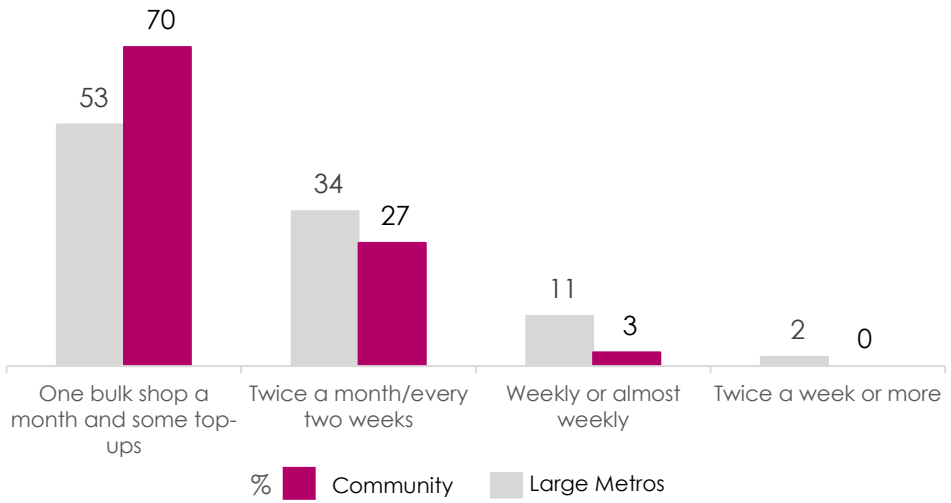
% Community Large Metros

Source : ROOTS

Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

Food & Groceries – How Often & Where

Type of Shop



Number of shopping trips in a month

1.4 1.9

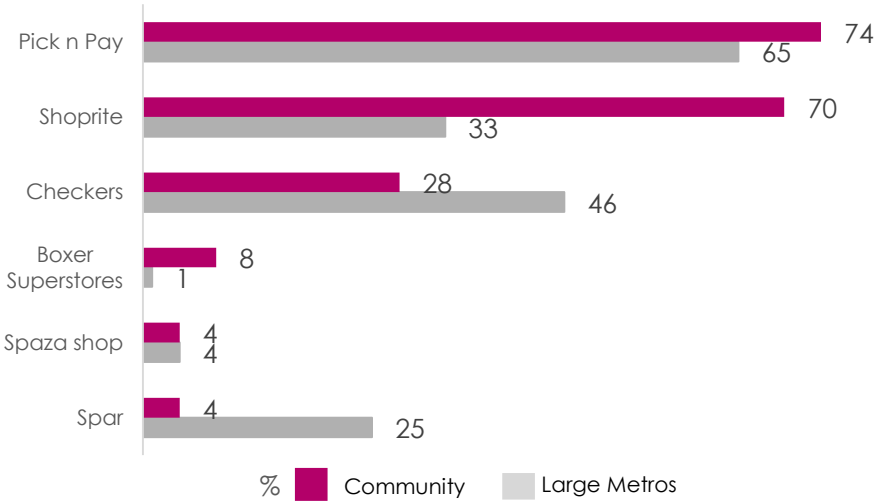
Bought Groceries online in the month

8% 0%

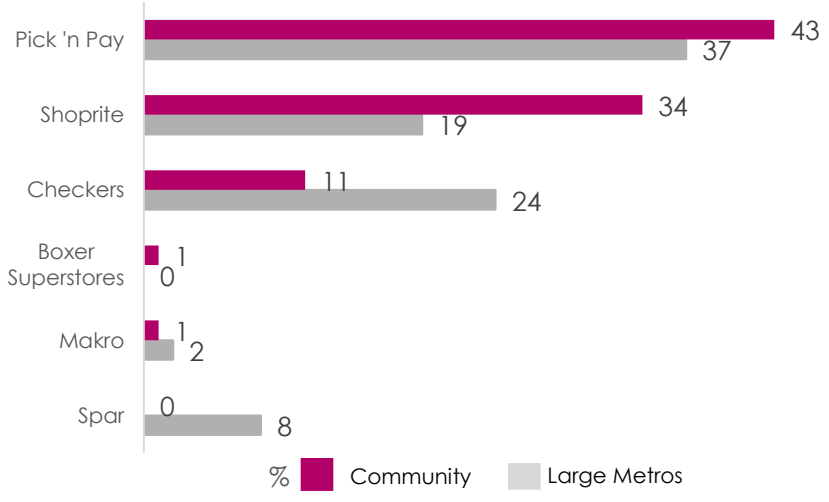
Online grocery shopping is still in it's infancy – the most used stores are Pick n Pay and Woolworths

Community Large Metros

Food & Groceries Stores : past month

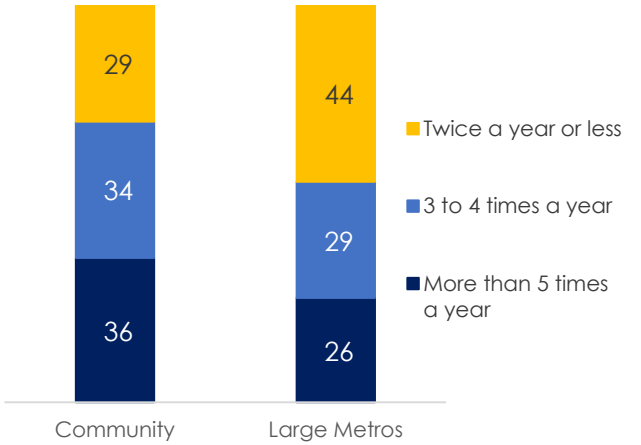


Where spend most F&G money : past month

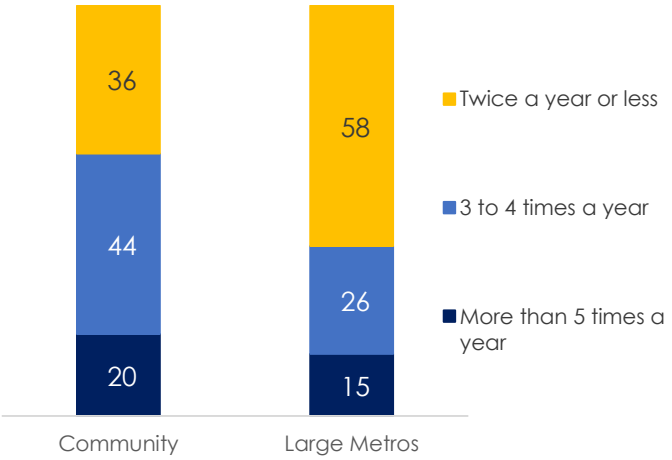


Clothes & Shoes

How often do you shop for clothes in a year



How often do you shop for shoes in a year



Favourite Shopping Centre for clothes & shoe shopping

37%

Alex Mall

Bought clothes online in the past 12 months

4% 9%

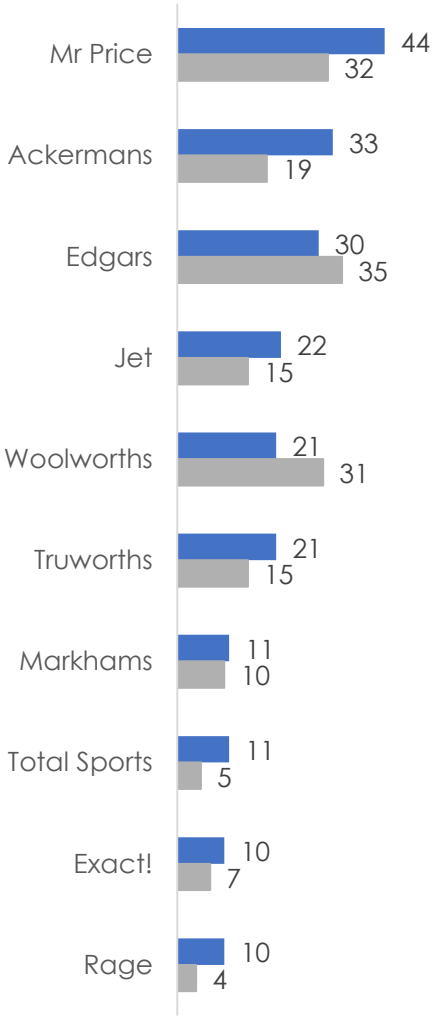
Spree / Superbalist is the top online retailer

Bought Jewellery valued at R700 or more

2% 5%

Community Large Metros

Top 10 Retailers



Source : ROOTS

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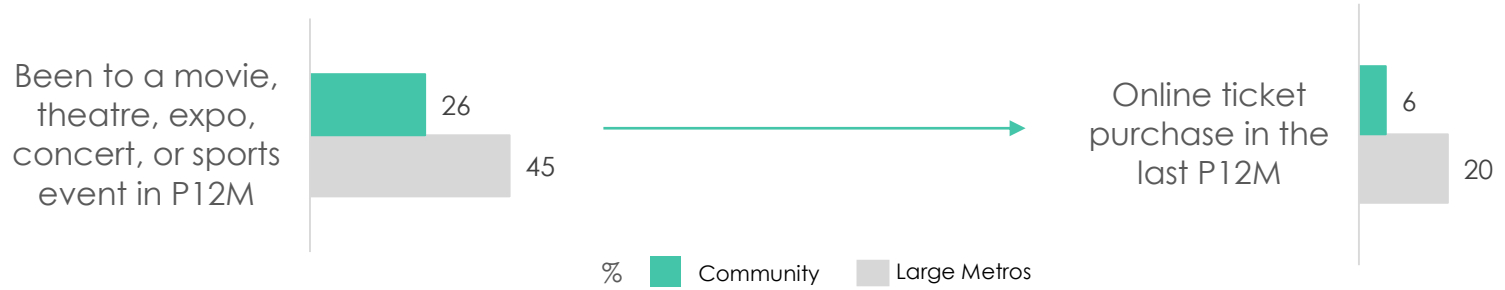
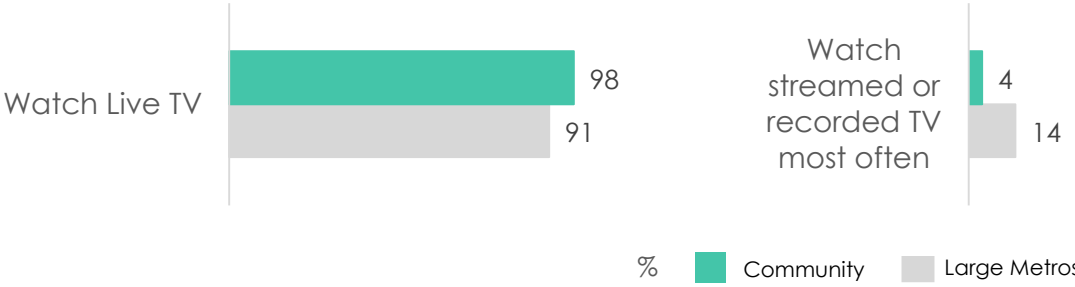
Entertainment – Watching & Listening



…Movies	…Theatre	…Music concert	…Live Expo/Fair	…Live sports event
18%	6%	7%	2%	7%
34%	13%	14%	10%	17%

Community Large Metros



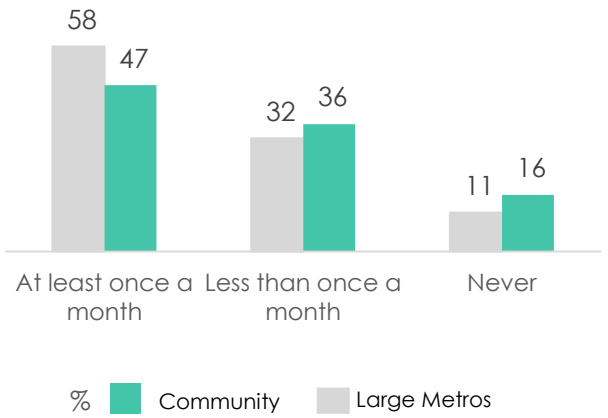
Have a Decoder

88% 87%

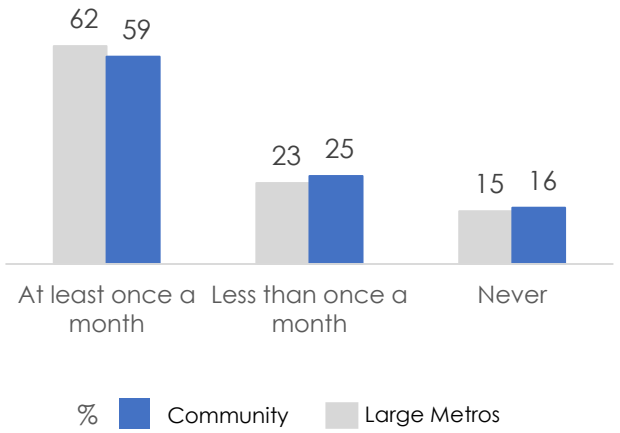
Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

Entertainment – Eating & Drinking

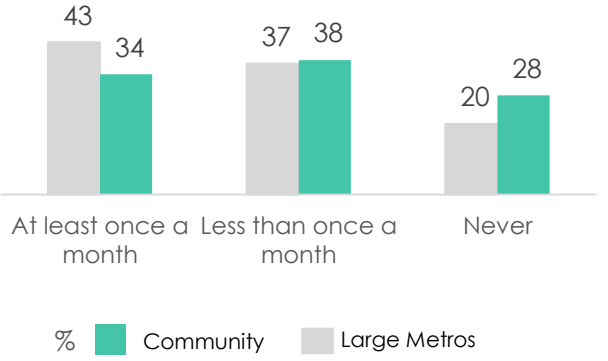
Eat Out



Take Out Food



Entertain at home

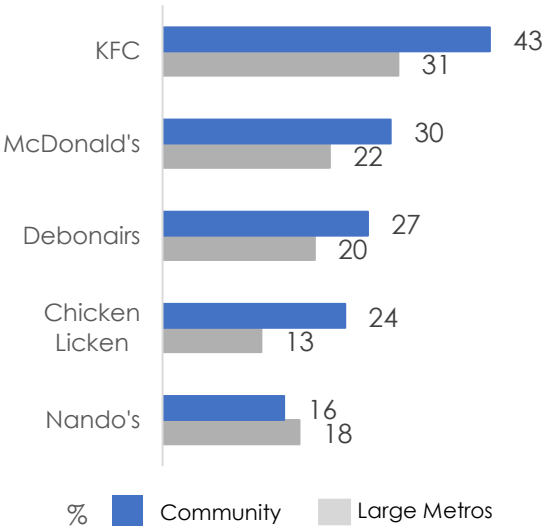


Favourite Shopping Centre for Entertainment / Eating out

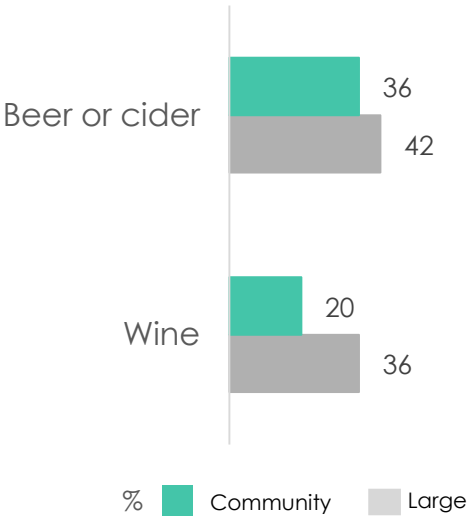
Alex Mall

48%

Top Take Outs in the past month



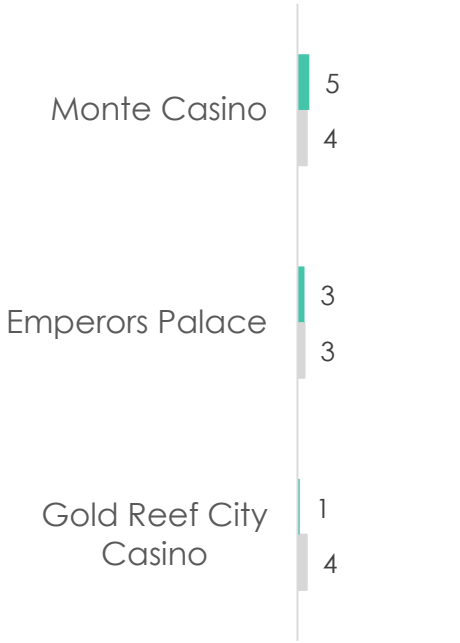
Alcohol purchases for home in the past month



Entertainment – Casino

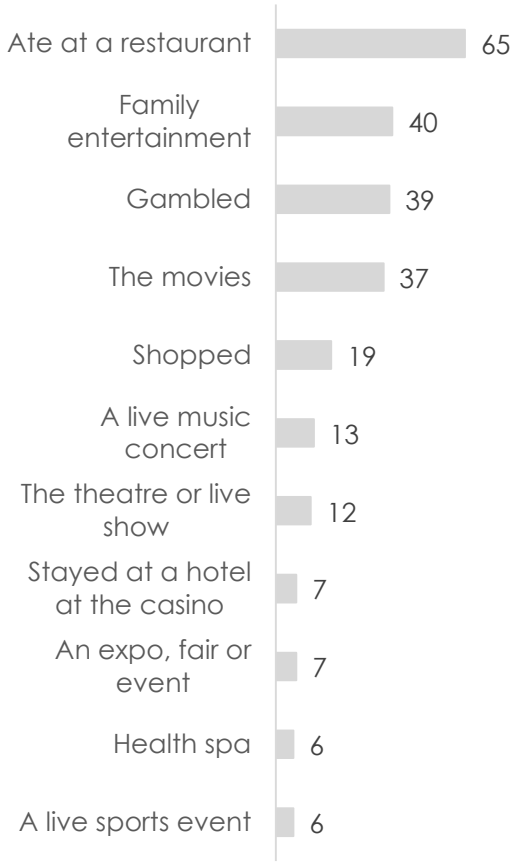
Been to a Casino in the past 3 months

9% 20%



% Community Large Metros

What did you do when you last visited the Casino…..



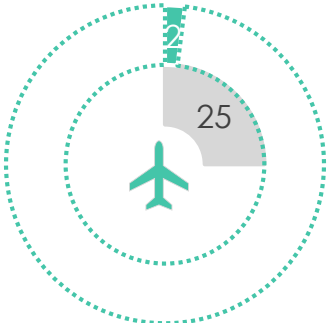
% Large Metros

Source : ROOTS

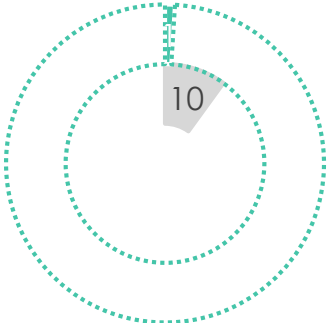
Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

Entertainment – Travel

Flown Nationally or Internationally



Bought airline tickets online

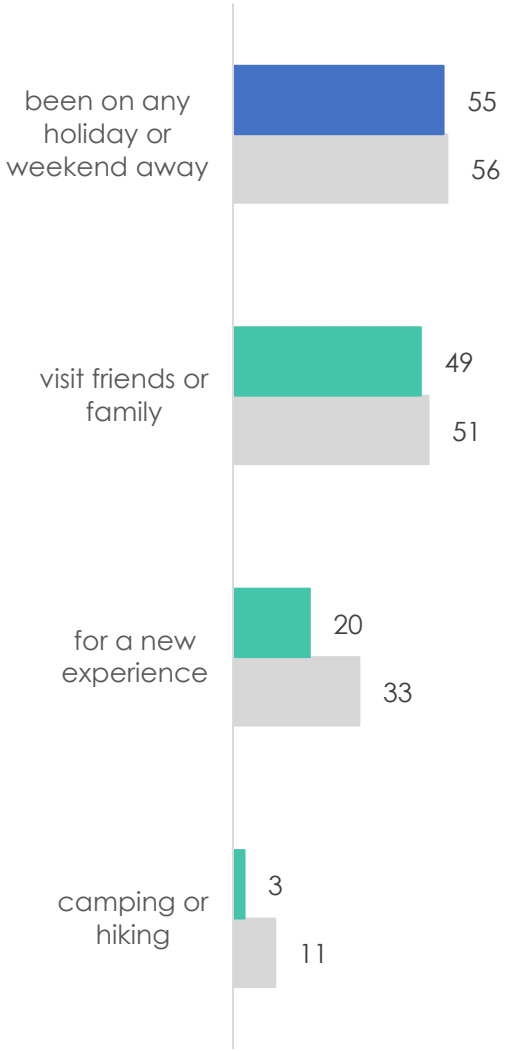


% Community Large Metros

Caught Gautrain to or from the airport

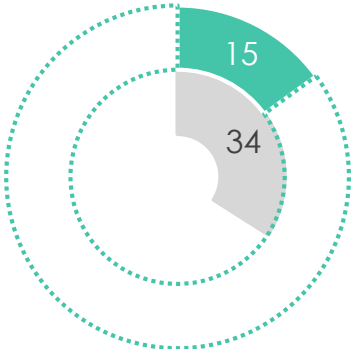
7%

Type of holiday, or weekend away

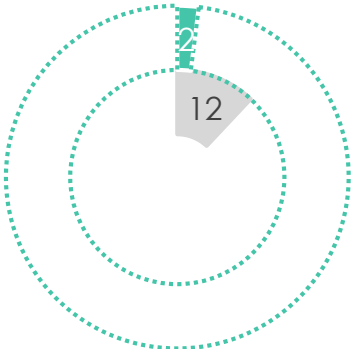


% Community Large Metros

Stayed in paid for accommodation



Booked holiday /accommodation online



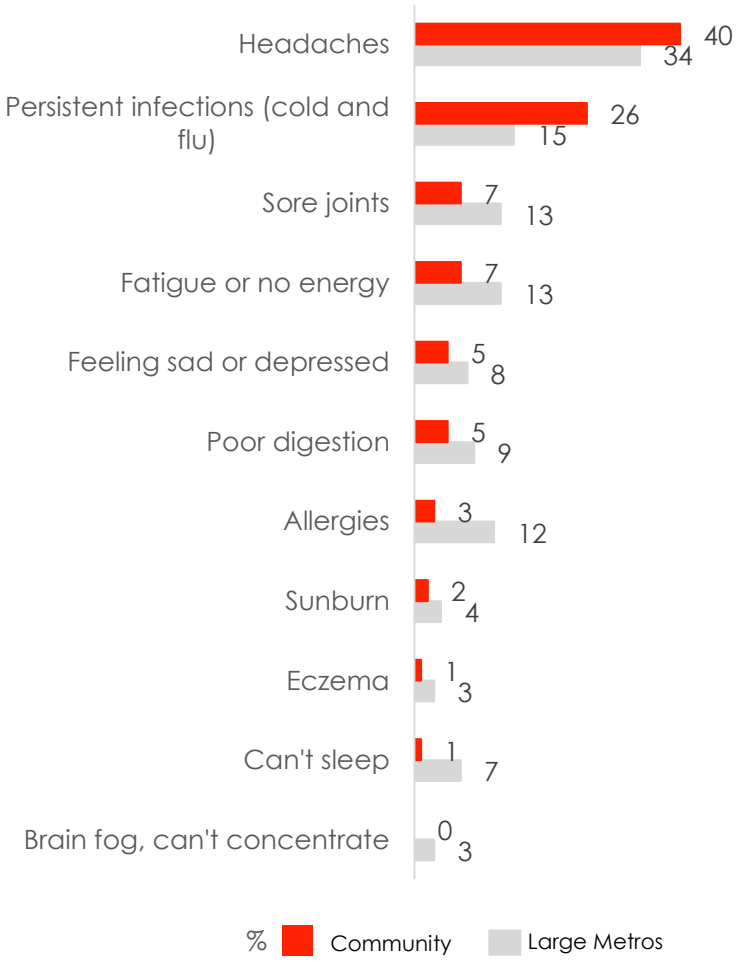
% Community Large Metros

Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

Health – Complaints & Cures

Suffer from one or more symptom of poor health

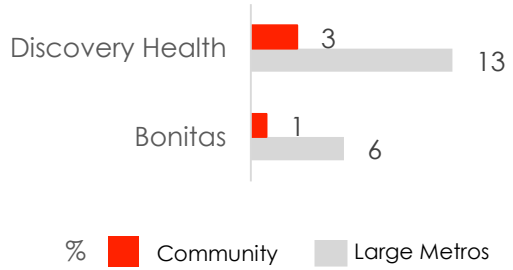
59% 57%



Have Medical Aid

7% 39%

The top 2 providers



Past 12 months

Antibiotic

14% 26%

Script

14% 26%

Vaccination

7% 11%

Homeopathic or natural remedies

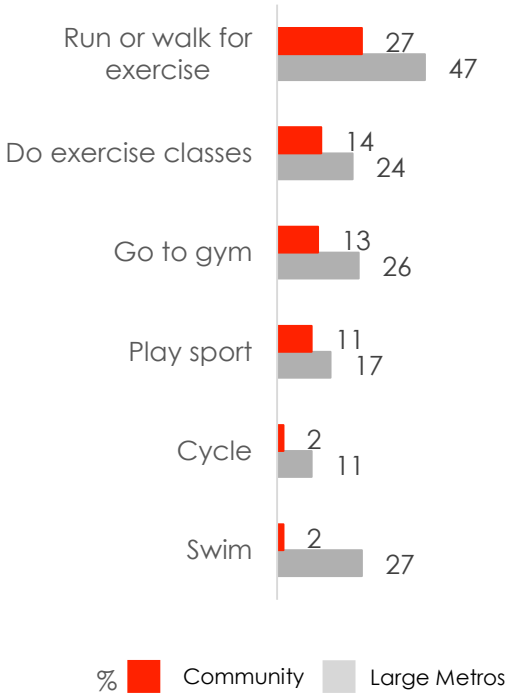
9% 12%

Source : ROOTS

Alex : (n) 201 representing **38,000** shoppers : Large Metros : (n) 16,262 representing **4,904,000** shoppers

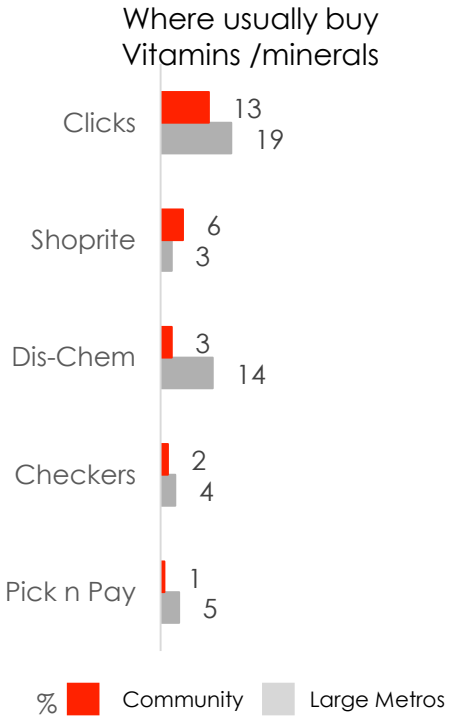
Exercised in the past week

25% 39%

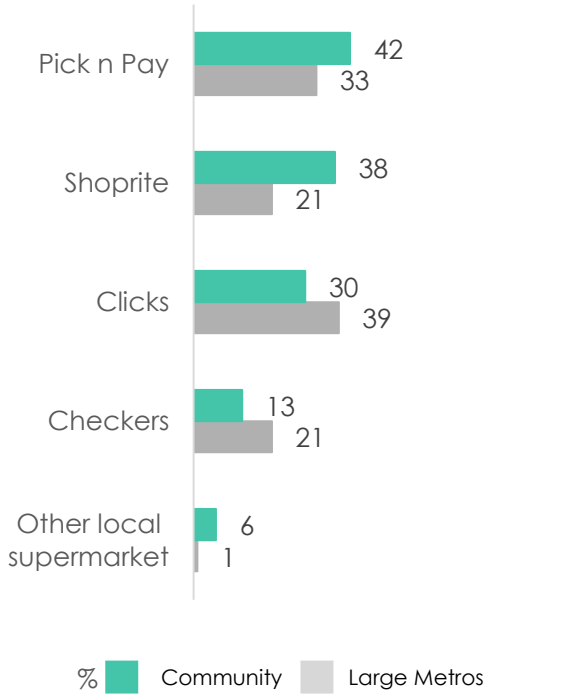


Take vitamins / minerals

22% 35%



Where usually buy toiletries



Gained 3kg's or more

7% 10%

Lost 3kg's or more

10% 8%

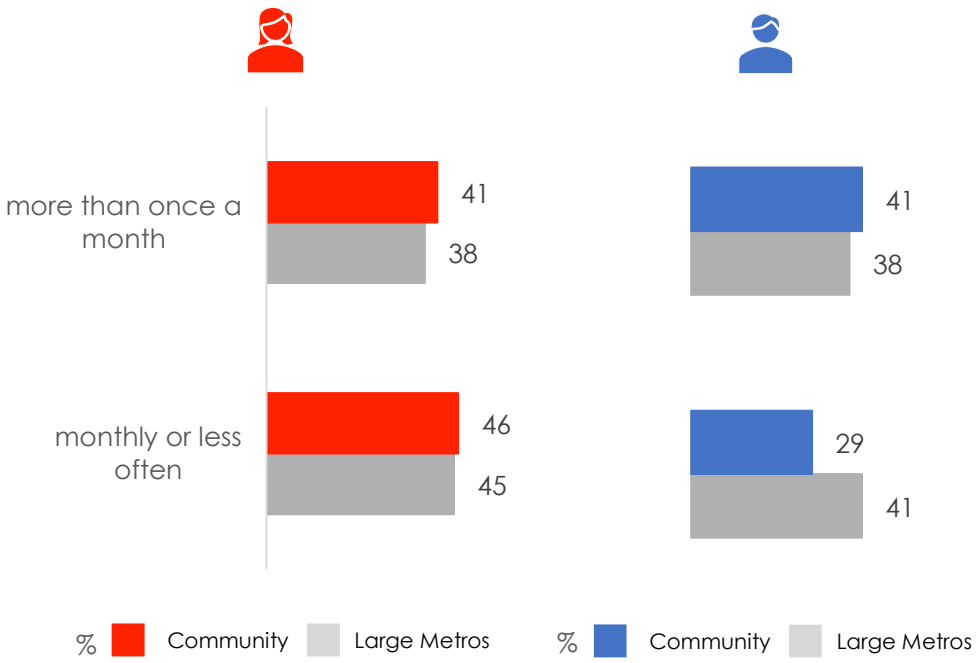
31

Health – Self Care

Pay to have their hair styled

87% 84% of women

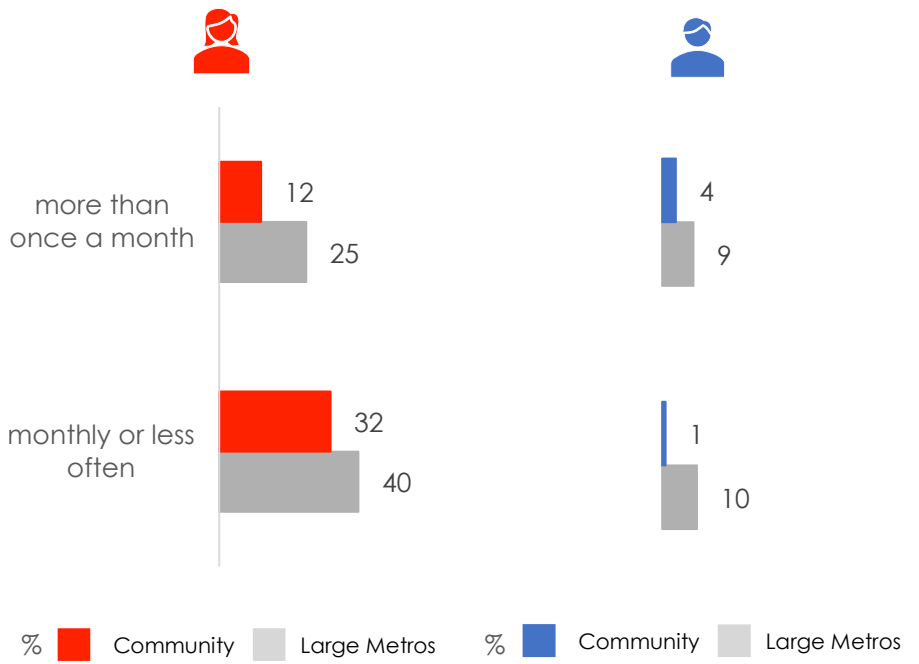
70% 80% of men



Pay to have facials/manicures/ beauty treatments

44% 65% of women

6% 20% of men



New prescription glasses or contact lenses

1% 8%

Bought new sunglasses

3% 10%

Source : ROOTS

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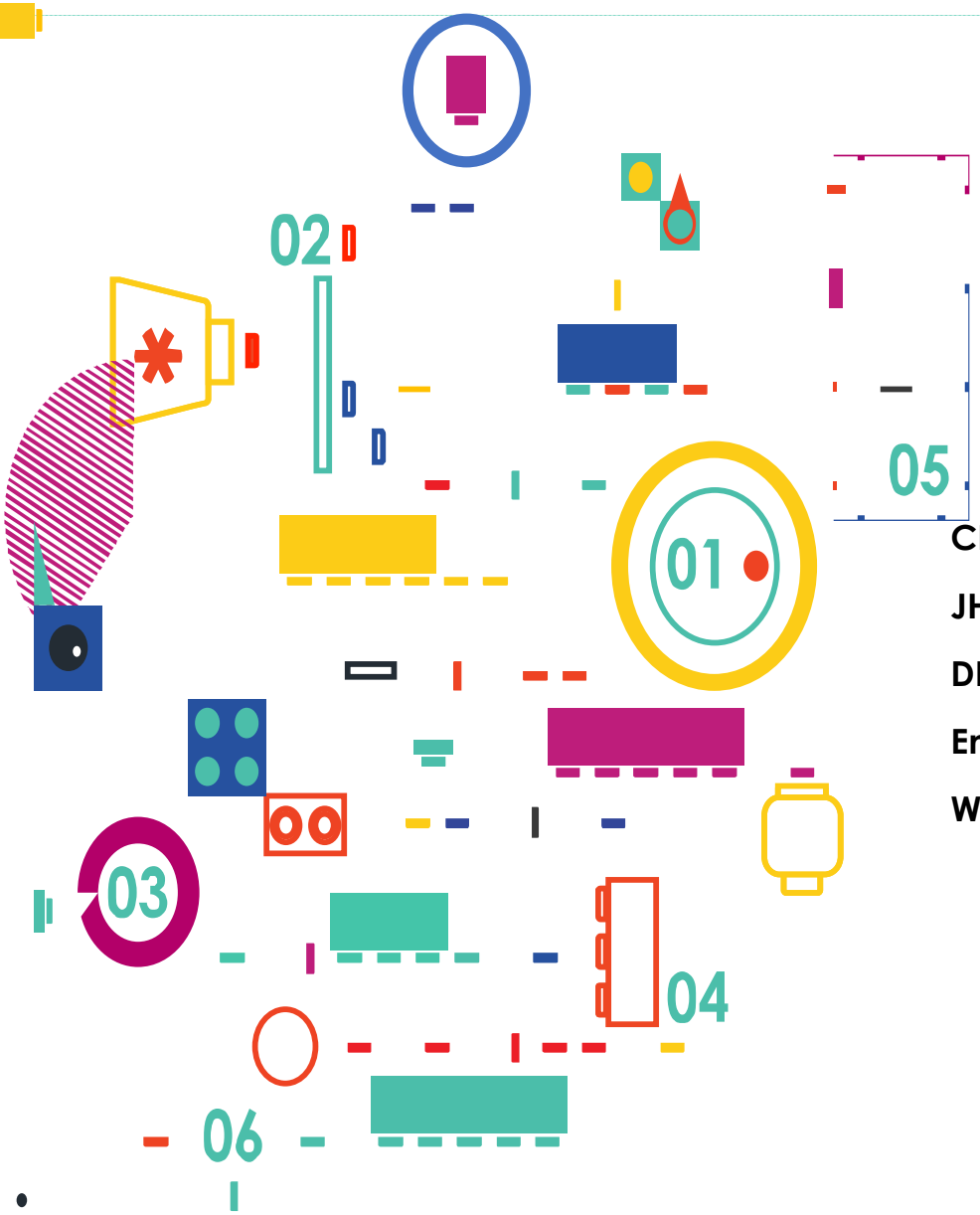

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Source : ROOTS Alex : (n) 201 representing 38,000 shoppers : Large Metros : (n) 16,262 representing 4,904,000 shoppers